

**FRUITA CITY COUNCIL
WORKSHOP MEETING
OCTOBER 25, 2016
6:30 PM**

1. 2017 BUDGET PRESENTATION (6:30 – 7:30 PM)
 - a. Personnel Issues
 - b. Marketing and Promotion Fund
 - c. Outside Agency Funding Requests
2. DISCUSSION AND UPDATE ON LAND WATER CONSERVATION FUND RESTRICTIONS ON SWIMMING POOL PROPERTY - NOW FRUITA COMMUNITY CENTER PROPERTY (7:30 – 8:00 PM)
3. OTHER ITEMS (8:00 PM)
4. ADJOURN



AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: ODETTE BRACH, HUMAN RESOURCE DIRECTOR

DATE: OCTOBER 25, 2016

RE: 2017 BUDGET REVIEW – HUMAN RESOURCES

BACKGROUND:

Discussions on various aspects of the proposed 2016 Budget for the City of Fruita have been scheduled for City Council meetings and workshops up to the time of final adoption in December, 2016. Review of the Human Resources budget is scheduled for the October 25, 2016 workshop meeting.

FISCAL IMPACT:

The budget is the primary fiscal document for allocation of resources for the provision of services to the community for the upcoming 2016 fiscal year and, as a result, has a significant fiscal impact.

APPLICABILITY TO CITY GOALS AND OBJECTIVES:

The Annual Budget provides the work program and fiscal plan for the City of Fruita for the 2017 fiscal year. Significant efforts have been made in preparation of the budget to provide the necessary financial resources to accomplish the goals and objectives of the City as they have been defined over time through input from the City Council and public.

OPTIONS AVAILABLE TO THE CITY COUNCIL:

This item is for informational purposes and to obtain feedback and comments from the proposed 2017 Budget. No action is required at this time.



AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: ODETTE BRACH, HUMAN RESOURCE DIRECTOR

DATE: OCTOBER 25, 2016

RE: 2017 BUDGET REVIEW – MARKETING & TOURISM

BACKGROUND:

Discussions on various aspects of the proposed 2016 Budget for the City of Fruita have been scheduled for City Council meetings and workshops up to the time of final adoption in December, 2016. Review of the Marketing & Tourism budget is scheduled for the October 25, 2016 workshop meeting. As part of the Marketing and Tourism Fund, budget dollars are allocated for Special Events. In 2016, a new process was put into place whereby applications were submitted to request special events dollars. Applications and Fruita Tourism Advisory Council (FTAC) recommendations are attached for your review.

FISCAL IMPACT:

The budget is the primary fiscal document for allocation of resources for the provision of services to the community for the upcoming 2016 fiscal year and, as a result, has a significant fiscal impact.

APPLICABILITY TO CITY GOALS AND OBJECTIVES:

The Annual Budget provides the work program and fiscal plan for the City of Fruita for the 2017 fiscal year. Significant efforts have been made in preparation of the budget to provide the necessary financial resources to accomplish the goals and objectives of the City as they have been defined over time through input from the City Council and public.

OPTIONS AVAILABLE TO THE CITY COUNCIL:

This item is for informational purposes and to obtain feedback and comments from the proposed 2017 Budget. No action is required at this time.

SPECIAL EVENTS FUNDING REQUESTS - FISCAL YEAR 2017

Agency	Event	Amount Requested	FTAC Recommended Amount	Amount Funded in 2016	Comments
City of Fruita	Mike the Headless Chicken	N/A	\$3,000	3,000.00	An application was not submitted as it was assumed this event would continue to be funded.
City of Fruita	Thursday Night Concert Series	N/A	\$4,000	4,000.00	An application was not submitted as it was assumed this event would continue to be funded.
Event Marketing Group - Mike Heaston	Fat Tire Festival	\$3,500.00	\$3,500	\$3,500.00	
Fruita Farmer's Market	Fruita Farmer's Market	\$5,000.00	\$5,000	\$5,000.00	
Fruita Fall Festival	Fruita Fall Festival	\$3,000.00	\$3,000	\$3,000.00	
Colorado Riverfront Foundation, Inc.	Colorado Riverfront Concert Series	\$3,000.00	\$3,000	\$3,000.00	
Event Solutions - John Kish	Rumble @ 18 Road	\$2,500.00	\$1,000	\$500.00	FTAC is recommending to allocate \$1,000 towards this event. Last year \$500 was allocated to this event. The FTAC would like to see what this year brings and review requests for next year at potentially a higher allocation of dollars.
Berentis Rodeo Company	Fruita Rimrock Rodeo	\$1,000.00	\$1,000	\$0.00	The FTAC is recommending to allocate \$1,000 to this event as it brings in contestants from out of the area. The Rimrock Rodeo is also the only rodeo that occurs every week on the Western Slope.
Total Requests		\$18,000.00	\$18,000.00	\$23,500.00	
Amount available in 2017 Budget*		\$22,500.00	\$22,500.00		
Request in excess of available funding		\$4,500.00	-\$1,000.00		

*The FTAC is recommending that \$1,000 be taken from the Advertising and Promotion contingency line item to cover the \$1,000 difference. In 2016 \$40,000 was allocated to Advertising and Promotion for marketing services provided by COBB & Associates and \$20,000 was allocated for special projects (contingency). The recommendation is that the \$1,000 come from the special projects (contingency) allocation.



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City of Fruita
325 E. Aspen,
Fruita, CO 81521
(970) 858-3663
www.fruita.org

TOURISM AND SPECIAL EVENTS FUNDING APPLICATION –
FISCAL YEAR 2017

Organization: Fruita Fat Tire Festival Events, Inc. Date: 8/10/16
 Contact Person: Mike Heaston Title: Partner
 Mailing Address: 300 Ouray Ave, Grand Junction, CO 81501
 Street Address: _____
 Phone No.: 303 635-2815 Email: emgmh@emgcolorado.com

FUNDING REQUEST SUMMARY

Project Name: 22nd Annual Fruita Fat Tire Festival
 Amount of Request: (\$) 3500 (annual presenting sponsorship)

Summary of Request. The Summary request describing your project must address the following criteria where applicable to your project: date of event, event location, estimate of number of attendees, target market, marketing area, products, printed materials, and photographs or graphic design, demonstration of partnership, and uniqueness and innovativeness in approach.

22nd Annual Fruita Fat Tire Festival, April 27-30. Downtown Fruita with an annual attendance of 2500-4000 (weather dependent). The demo's are 70/30 male/female, 35-55 age group, high \$\$\$. Predominately Front Range but average 15-20 states and 2-3 countries in attendance. Marketing is accomplished thru blast emails, google retargeting, facebook adv, web site and event posters. The festival has partnered with the City since it's inception in order to develop an event that would be instrumental in making "Fruita" a world class mtn biking destination and brand.



Describe your experience and success with other similar projects.

We have over 55 yrs combined experience in managing and marketing special events and specifically 22 yrs with the fat tire festival.

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

US Bank \$4500 Title Sponsorship, Beer Sponsorship TBD

Will the organization be able to continue to deliver service in the future without City funding?

Yes, however, the prime advantage of the presenting sponsorship for the City is the recognition that comes with the Festival's national reputation. The Festival's primary and ongoing goal is to continue to bring mtn bikers to Fruita.

Describe the program/projects relationship to the City's goals (Exhibit A).

QP-cycling & fitness enhances the demographics of the area that allows it to grow and prosper. EH-cyclists demo's are in a higher educated and higher \$\$ range-those interested in the area will naturally be attracted to the potential of relocation.
L-active individuals contribute the lifestyle of the area as they foster participation for their family and friends.

Describe the benefit to the community as it relates to your project.

Based on the metric that the Grand Junction VCB uses @ \$257/person per day which includes hotel, food, gas, etc. we use a more conservative \$225/person, 2500+/- visitors with 85% (probably more like 90%) from outside the area, at 2.5 days, Fruita & the Grand Valley would be looking at over \$1,400,000 in economic benefit. Keep in mind that the entire Grand Valley benefits because of limited lodging in Fruita.



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Describe the economic impact or benefit of the program/project to local businesses and/or citizens of Fruita (quantify).

Since mtn biking is an important component of the City's tourism focus, the Fat Tire Festival annually enhances the area as a world class destination for the sport.

How will the success of this program be measured?

We take a pulse of the town-how busy is the downtown and hotels. It's too intangible to say we have 2000 so it's a failure vs. 4000 when the participants bring additional revenue to Fruita during their stay regardless of the numbers. In addition, the visibility that we bring to the community is an immense value.

Funding requests must acknowledge the City of Fruita as a sponsor on printed materials, t-shirts, and/or other products, media advertising, festival announcements, banners, and/or other recognition appropriate for your project.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
Equipment, staffing, marketing	\$17027
Donations	\$4500
TOTAL EXPENSES	\$21527

Revenues

Sources of Revenue	Funding Committed? Y/N	Amount
Sponsorships	2015	\$9000
Registration	2015	\$14000
EXPO	2015	\$16000
TOTAL REVENUES		\$39000



EVENT MARKETING GROUP, LLC

14128 BLUE RIVER TRAIL

BROOMFIELD, CO 80023

(303) 635-2815

emgmh@emgcolorado.com

www.emgcolorado.com

August 17, 2016

City of Fruita
ATTN: Odette Brach
325 E. Aspen Ave
Fruita, CO 81521

Dear Odette

Enclosed please find the Funding Request and supporting documents for the Presenting Sponsorship (\$3500) of the 22nd Annual US Bank Fruita Fat Tire Festival (presented by the City of Fruita).

The Fruita Fat Tire Festival is scheduled for April 27-30, 2017 in Downtown Fruita. The event has an annual attendance of 2500-4000 (weather dependent). The demographics are 70/30 male/female, 35-55 age group, high \$\$, predominately Front Range but we average 15-20 states and 2-3 countries in attendance. Marketing is accomplished thru blast emails, google retargeting, Facebook adv. Web site and event posters. The festival has partnered with the City since its inception in order to develop an event that would be instrumental in making "Fruita" a world class mtn biking destination and brand.

Thank you for many years of support and we look forward to continuing this partnership.

Sincerely,

Mike Heaston

For-Fruita Fat Tire Festival Events, Inc.
300 Ouray Ave
Grand Junction, CO 81501



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TOURISM AND SPECIAL EVENTS FUNDING APPLICATION –
FISCAL YEAR 2017

Organization: Fruita Area Chamber of Commerce Date: 9/01/2016
 Contact Person: Frank Ladd Title: Executive Director
 Mailing Address: 432 E. Aspen
 Street Address: Same
 Phone No.: 858-3894 Email: frank@fruitachamber.org

FUNDING REQUEST SUMMARY

Project Name: Fruita Farmers Market
 Amount of Request: (\$) 5,000

Summary of Request. The Summary request describing your project must address the following criteria where applicable to your project: date of event, event location, estimate of number of attendees, target market, marketing area, products, printed materials, and photographs or graphic design, demonstration of partnership, and uniqueness and innovativeness in approach.

The Farmers Market (FM) is held every Saturday, 8:30am-12:30pm from late June to mid-September, typically 13 or 14 consecutive weeks. FM is held in Civic Center Park with increasing vendor participation, from an average per week of 25 in 2015 to 40+ in 2016. Weather permitting attendees/shoppers range from 500-1,000 per week. Produce vendors that averaged \$300-\$500 in weekly sales in 2015 are now grossing between \$600-\$1,000 per week. We employ a different local music act each week to provide background music. Our method of promotion consists of local TV and radio, posters and social media. Our market is the Grand Valley and we are the only local market on grass Saturday morning. Our partnerships/sponsors are local and consist of businesses in banking, media and construction. The uniqueness of our market is that we only allow, on a regular basis, fresh and homegrown fruits and vegetables, artists and crafters. Multi-level marketers are not allowed in weekly. We are ever-increasing our social media presence by incorporating a #FFM campaign with giveaways from vendors to increase attendance.



Describe your experience and success with other similar projects.

The Fruita chamber has been holding the FM for a number of years now. Only having experience from 2015-2016 and feedback from previous years we are on the upswing with both vendor participation and crowd attendance.

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

We have 4 funding sources for this event: The City of Fruita, US Bank (main sponsor), Renewal By Anderson, media (trade) and vendor income. Sponsor funding totaled \$8,500 for 2016 and vendor income of approx. \$6,000.

Will the organization be able to continue to deliver service in the future without City funding?

As you can see the \$5,000 contribution is a large part of the funding for this project. It would be a Board of Directors decision as to whether we would continue without City funding.

Describe the program/projects relationship to the City's goals (Exhibit A).

Having a local, vibrant Farmer's Market on Saturday morning in the park improves the quality of place. Providing farm fresh homegrown fruits and vegetables, mostly grown locally adds to the overall health and well-being of the community. The FM adds to the economic health by adding to the tax base. We are also celebrating the local farm and ranching history of Fruita by utilizing locally grown products. It's family friendly and is welcoming to visitors.

Describe the benefit to the community as it relates to your project.

Economically a boost to local businesses, family-friendly and gives visitors a chance to experience Fruita.



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Describe the economic impact or benefit of the program/project to local businesses and/or citizens of Fruita (quantify).

With an approximately 40 vendors per week averaging (low) \$400 in sales that equates to \$16,000 in total gross sales per week. Multiply that by 13 weeks and you have \$208,000 in FM sales per summer, x 3% sales tax equals over \$6,000 in sales tax alone. Factor in the residual Fruita business sales for each day and you see the impact and benefits for the city and community. Providing farm fresh homegrown fruits and vegetables, mostly grown locally adds to the overall health and well-being of the citizens of Fruita.

How will the success of this program be measured?

Vendor participation and happiness. Revenue to both the Chamber and City.
Community and visitor attendance weekly.

Funding requests must acknowledge the City of Fruita as a sponsor on printed materials, t-shirts, and/or other products, media advertising, festival announcements, banners, and/or other recognition appropriate for your project.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description

Cost

Please see attached 2015 FM project expense sheet. 2016 will be slightly lower expenses with slightly higher revenue.

TOTAL EXPENSES

\$6,500 Est. 2016

Revenues

Sources of Revenue

**Funding Committed?
Y/N**

Amount

Please see attached 2015 FM project expense sheet.

No funding committed for 2017

2016 will be slightly lower expenses with slightly higher revenue.

TOTAL REVENUES

\$14,000 Est. 2016



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TOURISM AND SPECIAL EVENTS FUNDING APPLICATION –
FISCAL YEAR 2017

Organization: Fruita Area Chamber of Commerce Date: 9/01/2016
 Contact Person: Frank Ladd Title: Executive Director
 Mailing Address: 432 E. Aspen Ave.
 Street Address: Same
 Phone No.: (970) 858-3894 Email: frank@fruitachamber.org

FUNDING REQUEST SUMMARY

Project Name: Fruita Fall Festival
 Amount of Request: (\$) 3,000

Summary of Request. The Summary request describing your project must address the following criteria where applicable to your project: date of event, event location, estimate of number of attendees, target market, marketing area, products, printed materials, and photographs or graphic design, demonstration of partnership, and uniqueness and innovativeness in approach.

The 2017 Fruita Fall Festival (FFF) will be the 103rd year in some form or another for this community festival. The FFF is typically held the 4th full weekend in September utilizing the area from and including Civic Center Park down Aspen Ave. downtown to and incl. Circle Park. Local media estimates attendees the last few years from 45,000-50,000 for the 3-day weekend. The marketing area in whole is the western slope of CO but concentrated mainly to the Grand Valley and Fruita. Our target market is humans from 1- over 100 years of age. Printed materials include fliers, posters and banners with graphic design on display in these mediums and our website at www.fruitafallfestival.com. We have partners and sponsors both locally in Fruita and Grand Junction as well as statewide and nationally. These include businesses from retail, banking, professional, health & wellness, manufacturing, sporting goods and individuals. We believe our uniqueness lies in our individual events such as: The Outhouse race, Disc Golf Tournament, Grand Valley Beard Rally and Fruita's Got Talent Show. We have shown to be very innovative in the increasingly higher level of musical acts we've been able to bring to Fruita the last few years on a very tight budget.



Describe your experience and success with other similar projects.

This is the largest event the Fruita Chamber holds each year, we really don't have another event to compare it to.

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

We have approximately 20 other partner/sponsors that will generate between \$40,000-50,000 in income. Our vendor booth income is in the \$40,000 range as well. The time put in by Chamber staff and volunteers amounts to nearly 6 full months in working hours. We also receive many donated items from local merchants for gift bags. The local FFA supplies many volunteers for set-up and tear down as well.

Will the organization be able to continue to deliver service in the future without City funding?

This event will go on without being funded by the City of Fruita, however with the tight budget we experience year after year for this event, literally every dollar counts.

Describe the program/projects relationship to the City's goals (Exhibit A).

This is the largest festival in Fruita thereby having the largest impact on new visitors experiencing the community. There's nothing funkier than an Outhouse Race. The city literally quadruples for a 3-day period in what some would call the "best time (weather) of the year" locally. This festival is also very family friendly with the games and carnival available. We've also been told by local retailers this is annually one of their best sales weeks of the year. The FFF easily fits into all 3 areas described in the City goals.

Describe the benefit to the community as it relates to your project.

Economically a boost to local businesses, family-friendly and gives visitors a chance to experience Fruita.



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Describe the economic impact or benefit of the program/project to local businesses and/or citizens of Fruita (quantify).

Let's estimate 40,000 attendees spend an average \$20.00 during the festival, low on both counts we believe. That amounts to \$800,000 in revenue to vendors and merchants for just the 3-day festival, not including vendors or carnival workers that arrive early. With a 3% sales tax collected by the city that would result in \$24,000 to the city tax fund, 8 times the requested amount.

How will the success of this program be measured?

Income to the Chamber, ease of operation (both for the Chamber and City staff), overall attendance and smiles on faces during the event.

Funding requests must acknowledge the City of Fruita as a sponsor on printed materials, t-shirts, and/or other products, media advertising, festival announcements, banners, and/or other recognition appropriate for your project.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
Please see attached 2015 Project Expense Sheet	
This will mirror very close what 2017 will look like	
TOTAL EXPENSES	Est. \$80,000

Revenues

Sources of Revenue	Funding Committed? Y/N	Amount
Please see attached P/E sheet for 2015	No funding committed for 2017	
This will mirror 2017 very closely		
TOTAL REVENUES		Est. \$100,000

Fruita Area Chamber of Commerce Project Sheet

Project Name: 2015 Fall Festival
 Project Date: September 25-27 2015
 Chairperson / Staff

Income (by Source)	Amount
Title Event Sponsor = Alps Bank	\$7,500.00
Presenting Event Sponsor = Family Health West	\$4,000.00
Event Sponsors = City of Fruita	\$3,000.00
Fruita Rotary	\$3,000.00
Bank of the West	\$3,000.00
FCI	\$2,500.00
Thrift Store	\$2,500.00
AARP	\$2,500.00
WRFCU	\$2,000.00
City Market/King Soopers	\$1,750.00
True Value	\$1,500.00
Colorado	\$1,500.00
Grand Valley Bank	\$1,500.00
Enstroms	\$1,500.00
STS Satellite	\$1,000.00
Grand West Hyundai	\$1,000.00
Grand West Tractor	\$1,000.00
Chesnick Realty	\$500.00
Grand Valley Power	\$500.00
Fruita Lions	\$450.00
Shuttle Sponsors	\$400.00
Community Hospital	\$1,000.00
Brach Trucking-Cookery Contest	\$200.00
Major Mortgage	\$1,000.00
TechnoGloss	\$1,000.00
Humphrey RV-Trade	\$1,250.00
Advertising Reimbursement from FACC Marketing	\$3,000.00
Carnival Pre-Sale	\$2,675.00
T-Shirt Sales	\$312.05
Carnival Income	\$6,631.00
Vendor Income	\$40,980.00
TOTAL INCOME	\$100,646.05

Expenses	Amount
Titan Grease	\$150.00
CCE	\$9,061.25
CSI	\$7,879.75
Rhema Music- Entertainment	\$25,000.00
Elect. Jason Sprott	\$2,500.00
Commercial Refusa	\$1,750.20
Rocky Mt. Standby Power-Generators	\$8,199.75
Paradise Amusements	\$0.00
United Site Services	\$4,465.00
Zorlingo-Golf Carts	\$0.00
US Tractor - Getters	\$0.00
RadioWave- Radios	\$0.00
Sierra Club	\$0.00
Events Productions - Tents	\$485.55
B Star Events Rental	\$672.81
Trash - Mark McDonald	\$1,756.51
Three Dreams Shuttle	\$540.00
Musician Green Room RV-Humphrey RV- Trade	\$1,250.00
Events/Prizes-Gift Cards Alps Bank	\$1,548.99
Supplies/Office/Fuel/Food/Volunteers Exp.	\$761.25
Licenses & Permits	\$0.00
Insurance	\$360.50
Bank and Credit Card Fees	
Photography	\$500.00
Payroll reimbursement-\$822.50 (Sherr), \$379.50 (Janet)	\$1,202.00
Trophies	\$111.00
Copier	\$405.45
Banners	\$1,010.29
T-shirts	\$1,981.50
Social Media-Mackenzie Dodge	\$300.00
Advertising	\$4,455.00
TOTAL EXPENSES	\$72,340.52

(Total Income less Total Expense) = Profit/(Loss) **\$28,305.53**

I certify that the above totals are true and correct to the best of my knowledge. These totals agree to those shown by the treasurer.

Signature of Chairperson *Donna Paul*

Signature of Treasurer _____ Date _____
 _____ Date _____



TOURISM AND SPECIAL EVENTS FUNDING APPLICATION –
FISCAL YEAR 2017

Organization: Colorado Riverfront Foundation, Inc. Date: 08/30/16
Contact Person: Michele Rohrbach Title: Coordinator
Mailing Address: PO Box 2477, Grand Junction, CO 81502
Street Address: 544 Rood Avenue, Room 214, Grand Junction, CO 81501
Phone No.: 970-683-4333 Email: Michele.Rohrbach@mesacounty.us

FUNDING REQUEST SUMMARY

Project Name: Colorado Riverfront Concert Series
Amount of Request: (\$) 3,000 in cash and \$2,000 in-kind for Fruita Police time

Summary of Request. The Summary request describing your project must address the following criteria where applicable to your project: date of event, event location, estimate of number of attendees, target market, marketing area, products, printed materials, and photographs or graphic design, demonstration of partnership, and uniqueness and innovativeness in approach.

The Colorado Riverfront Foundation, Inc. (RFF) is requesting \$3,000 in cash and \$2,000 in-kind for use of the Fruita Police Department during our concerts.

The Colorado Riverfront Concert Series (CRCS) in Fruita is the largest, free live music event in the Grand Valley.

Regional and national performers have captivated Grand Valley audiences for 18 years.

Our concerts bring on average 1,800+ people per concert to the City of Fruita during, June, July and August. We currently have three Fruita businesses as food/beverage vendors at our shows. Not only do our concerts benefit the City of Fruita economically, they also benefit the James M. Robb Colorado River State Park - Fruita Section. Many concert goers rent camp sites on concert night. We also have concert goers attending from as far east as Denver, Vail, Aspen, Glenwood Springs, Battlement Mesa, Rifle and south from Delta, Montrose, Cedaredge and west from Moab and Salt Lake City. We are the only known concert series held in a State Park in the State of Colorado.



Describe your experience and success with other similar projects.

The CRCS has just completed its 18th year. Our CRCS is now known throughout the touring circuit. We have concert promoters contacting us to book their talent at our series. We are able to bring roughly 5,000 to 6,000 people to the City of Fruita throughout one concert season - many from outside the Grand Valley area.

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

For the first 15 years of our CRCS, we had an anonymous benefactor that provided the funding for our concerts. In 2013, that funding ceased and we have now been securing sponsors since. Our 2016 sponsors were: KREX TV - \$7,500 in-kind, the City of Fruita - \$3,000 in cash, \$2,000 in-kind, Sandstone Concerts - \$5,000 cash,

Continued on next page

Will the organization be able to continue to deliver service in the future without City funding?

We continue to add sponsors to cover our annual budget of \$60,000. Without our sponsors' support and sponsor growth, the concert series currently is unable to support itself. The Colorado Parks and Wildlife waives most fees for the CRCS, we are charged a \$20 application fee and per our agreement, they receive 7% of our gross beer/wine, food and band merchandise sales.

Describe the program/projects relationship to the City's goals (Exhibit A).

Our CRCS is a free family friendly event. It brings people from all over the Grand Valley and beyond. It is a much anticipated summer event. Concert goers plan their vacations around our concerts as well as when their guests come into town.

Describe the benefit to the community as it relates to your project.

At each concert, we are able to tell our story. We are able to share the riverfront project's history and celebrate the success of what has been accomplished while stating that there is still much more to be completed.

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services – continued

Town Square Media - \$5,000 in-kind, the remaining sponsors were at \$2,500 - Alpine Bank, ANB Bank, Daub and Associates, Enstrom Candies, FCI, Family Health West, Home Loan Insurance, and Humphrey RV. We added an Individual Concert Level Sponsorship (\$600 each) this year and had four. **Total 2016 Sponsorships - \$30,400 in cash; \$14,500 in-kind.** We lost two sponsors in 2016 due to one business being sold and the other going out of business. The RFF has had to use net profit from the previous seasons to cover the short fall in funding for the past three years.



Describe the economic impact or benefit of the program/project to local businesses and/or citizens of Fruita (quantify).

The CRCS is the Colorado Riverfront Foundation's largest fundraiser. Each concert brings roughly 1,800+ concert goers of family and friends together for an evening for free fun, food, beer and wine, music and dancing. Our concerts help the Colorado Riverfront Foundation to spread the word about the riverfront project and to raise funds to continue to build more trails.

There are reports of attendees patronizing Fruita businesses on concert days. This brings familiarization of Fruita businesses to people who would not necessarily visit Fruita.

How will the success of this program be measured?

We base the success on each season on the number of sponsors for the season, the number of tickets picked up at area City Market stores, the actual number of tickets turned in at each concert, revenue generated from beer, wine, food sales, band merchandise commission and donations collected when we pass the bucket. Our goal is to build upon each previous year's net profit to make our CRCS self sufficient, hopefully within the next three to five years.

It is the goal of the RFF to use the funds raised at the CRCS to build more trail and trail connections.

Funding requests must acknowledge the City of Fruita as a sponsor on printed materials, t-shirts, and/or other products, media advertising, festival announcements, banners, and/or other recognition appropriate for your project.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
Program Expenses	60,000.00
Liquor License Application Fee	50.00
CO Parks & Wildlife Application Fee	20.00
Liquor Liability Insurance	1,812.00
Please see attached	13,841.00
TOTAL EXPENSES	75,723.00

Revenues

Sources of Revenue	Funding Committed? Y/N	Amount
KREX TV - in-kind	Pending	7,500.00
Sandstone Concerts	Yes	5,000.00
Town Square Media - in-kind	Pending	5,000.00
City of Fruita - \$3,000 cash & \$2,000 in-kind	Pending	5,000.00
Please see attached	Pending	53,223.00
TOTAL REVENUES		75,723.00*

2016 CRCS Budget

Sponsorships for 2016		Cash	In-kind
	Alpine Bank	\$ 2,500.00	
	ANB	\$ 2,500.00	
	City of Fruita	\$ 3,000.00	\$ 2,000.00 (PD time)
	Daub	\$ 2,500.00	
	Enstrom	\$ 2,500.00	
	FCI	\$ 2,500.00	
	FHW	\$ 2,500.00	
	Home Loan Ins.	\$ 2,500.00	
New for 2016	Humphrey RV	\$ 2,500.00	
	KREX TV		\$ 7,500.00 (media coverage)
	Sandstone	\$ 5,000.00	
	Townsquare Media		\$ 5,000.00 (media coverage)
		<u>\$ 28,000.00</u>	<u>\$ 14,500.00</u>
Total Sponsorship Value		<u>\$ 42,500.00</u>	

New for 2016 - Individual Concert Level Sponsorships

	HLB	\$ 600.00
	CR	\$ 600.00
	RG	\$ 600.00
	MA	\$ 600.00
		<u>\$ 2,400.00</u>
Total Cash Sponsorship Value		<u>\$ 44,900.00</u>
Total In-Kind Value		<u>\$ 14,500.00</u>
Total Sponsorship Value-Cash/In-Kind		<u>\$ 59,400.00</u>
*Net profit from 2015 to cover 2016 season		<u>\$ 16,323.00</u>
Total Revenue for 2016		<u>\$ 75,723.00</u>

Expenses

	Program Expense	\$ 60,000.00	Artists/Promoter fee
	Liquor License Fee	\$ 50.00	
	CPW Applicate Fee	\$ 20.00	
	Liquor Liability Insurance	\$ 1,812.00	
	Wristbands	\$ 55.00	
	Daily Sentinel	\$ 1,464.00	
	Beer/Wine	\$ 8,401.00	
	Security	\$ 1,361.00	
	% to JMRCRSP	\$ 2,560.00	
Total Expenses for 2016		<u>\$ 75,723.00</u>	



COLORADO RIVERFRONT FOUNDATION, INC

P.O. Box 2477
Grand Junction, Colorado 81502
(970) 683-4333

August 31, 2016

Ms. Odette Brach
Human Resource Director
City of Fruita
325 E. Aspen
Fruita, CO 81521

RE: Tourism and Special Events Funding Request for 2017

Dear Ms. Brach:

I just emailed you a completed copy of our 2017 Tourism and Special Events Funding Request for our Colorado Riverfront Concert Series and realized I hadn't asked you if this was acceptable. Per page one of the application directions, enclosed are two complete copies of our application. I will be out of the office tomorrow and Friday and wanted to make sure we weren't disqualified from the process by my not following the instructions.

Please let me if should have any questions, my office number is 970-683-4333 or via email at Michele.Rohrbach@mesacounty.us.

Thanks.


Michele Rohrbach
Coordinator

TOURISM & SPECIAL EVENTS FUNDING APPLICATION
FISCAL YEAR 2017

A. 2017 Rumble @ 18 Road (04/22-23)

1. Location: 18 Road
2. Estimated Attendance: 250 participants + 750 spectators = 1,000
3. Budget narrative: Invested \$20,000 past 2 years for event to take place.
 - Requesting help with following:
 - Pro purse: \$5,000
 - Music bands / entertainment: \$2,500
 - Signages for the event: \$2,500
 - BLM fees (\$5 per participant / day @ 500 person each): \$2,500
 - USA Cycling fees: \$2,500
 - Professional photography and videography: \$2,500
 - Online advertising and flyers: \$2,500
 - 500 T-shirts @ \$5 each: \$2,500
 - Medals / prizes for podium winners: \$2,000
 - 500 Goodie bags: \$1,000
 - Portapotties & trash: \$1,000
 - 10 Event staff @ 40 hours: \$10,000
 - **Total = \$36,500 to take it to the next level and keep MAD Racing going!**
4. Acknowledgment of funding: See attached sponsorship level proposal.
5. Target market: out of town, ages 35-50 (parents & kids) looking to race nationals.
6. Photograph / graphic design: posters and t-shirts.
7. Material distribution: soft goods on site.
8. Marketing area: Facebook, Instagram, Google Adwords, hard copy flyers.
9. Products: Hats, T-shirts, Socks, and various goods from vendors.
10. Printed materials: t-shirts, flyers, maps, and event brochure if desired.
11. Impact on community: Bring people to local businesses, highlight lifestyle, and grow cycling community in Western Colorado with MAD Racing!

B. 2017 MAD Edge Loop (June? - open to suggestions)

1. Location: 18 Road
2. Estimated Attendance: 250 participants + 750 spectators = 1,000
3. Budget narrative: NEW EVENT! Estimate similar as Rumble @ 18 Road.
 - Requesting help with following:
 - Pro purse: \$5,000
 - Music bands / entertainment: \$2,500
 - Signages for the event: \$2,500
 - BLM fees (\$5 per participant / day @ 500 person each): \$2,500
 - USA Cycling fees: \$2,500
 - Professional photography and videography: \$2,500
 - Online advertising and flyers: \$2,500
 - 500 T-shirts @ \$5 each: \$2,500
 - Medals / prizes for podium winners: \$2,000
 - 500 Goodie bags: \$1,000

- Portapotties & trash: \$1,000
- 10 Event staff @ 40 hours: \$10,000
- **Total = \$36,500 to make it an awesome first annual event!**

4. Acknowledgment of funding: See attached sponsorship level proposal.
5. Target market: out of town, ages 35-50 (parents & kids) looking to race nationals.
6. Photograph / graphic design: posters and t-shirts.
7. Material distribution: soft goods on site.
8. Marketing area: Facebook, Instagram, Google Adwords, hard copy flyers.
9. Products: Hats, T-shirts, Socks, and various goods from vendors.
10. Printed materials: t-shirts, flyers, maps, and event brochure if desired.
11. Impact on community: Bring people to local businesses, highlight lifestyle, and grow cycling community in Western Colorado with MAD Racing!

C. 2017 High Desert Duathlon (11/12-13)

1. Location: 18 Road
2. Estimated Attendance: 250 participants + 750 spectators = 1,000
3. Budget narrative: NEW EVENT! Estimate similar as Rumble @ 18 Road.

- Requesting help with following:
 - Pro purse: \$5,000
 - Music bands / entertainment: \$2,500
 - Signages for the event: \$2,500
 - BLM fees (\$5 per participant / day @ 500 person each): \$2,500
 - USA Cycling fees: \$2,500
 - Professional photography and videography: \$2,500
 - Online advertising and flyers: \$2,500
 - 500 T-shirts @ \$5 each: \$2,500
 - Medals / prizes for podium winners: \$2,000
 - 500 Goodie bags: \$1,000
 - Portapotties & trash: \$1,000
 - 10 Event staff @ 40 hours: \$10,000
 - **Total = \$36,500 to make it an awesome first annual event!**

4. Acknowledgment of funding: See attached sponsorship level proposal.
5. Target market: out of town, ages 35-50 (parents & kids) looking to race nationals.
6. Photograph / graphic design: posters and t-shirts.
7. Material distribution: soft goods on site.
8. Marketing area: Facebook, Instagram, Google Adwords, hard copy flyers.
9. Products: Hats, T-shirts, Socks, and various goods from vendors.
10. Printed materials: t-shirts, flyers, maps, and event brochure if desired.
11. Impact on community: Bring people to local businesses, highlight lifestyle, and grow cycling community in Western Colorado with MAD Racing!

D. 2017 Salty Treads, part of Urban Tread Adventures series (11/19)

1. Location: Little Salt Wash Park
2. Estimated Attendance: 200 participants + 400 spectators = 600
3. Budget narrative: Invested \$5,000 each year.

- Requesting help with following:
 - Pro purse: \$1,000

- Music bands / entertainment: \$500
- Signages for the event: \$500
- USA Cycling fees: \$1,000
- Professional photography and videography: \$500
- Online advertising and flyers: \$500
- 200 T-shirts @ \$7 each: \$1,400
- Medals / prizes for podium winners: \$500
- 200 Goodie bags: \$400
- Portapotties & trash: \$500
- 5 Event staff @ 40 hours: \$5,000
- **Total = \$11,300 to bring even more racers and take it to the next level!**

4. Acknowledgment of funding: See attached sponsorship level proposal.
5. Target market: out of town, ages 35-50 (parents & kids) looking to race nationals.
6. Photograph / graphic design: posters and t-shirts.
7. Material distribution: soft goods on site.
8. Marketing area: Facebook, Instagram, Google Adwords, hard copy flyers.
9. Products: Hats, T-shirts, Socks, and various goods from vendors.
10. Printed materials: t-shirts, flyers, maps, and event brochure if desired.
11. Impact on community: Bring people to local businesses, highlight lifestyle, and grow cycling community in Western Colorado with MAD Racing!

E. Type of Project: (Please check all items applicable to your project)

All Events include the following:

- **Endurance sports on surrounding trails / parks**
- **Marketing Materials (i.e., brochures, posters, etc.)**
- **Products (i.e., t-shirts, mugs, etc.)**

F. A complete narrative describing your project must be included with the application and must address the following criteria where applicable to your project:

- event location
- estimate number of attendees
- event dates
- *budget narrative
- acknowledgment of funding
- target market
- photographs and/or graphic design
- material distribution
- marketing area
- products
- printed materials
- impact on the local community and surrounding area

G. Projects must acknowledge the City of Fruita as a sponsor on printed materials, t-shirts and/or other products, media advertising, festivals announcements, banners and/or other recognition appropriate for your project.

H. Budgets are a cash match only with a dollar for dollar match. Grants are paid by reimbursement only. Paid invoices must be submitted with copies of checks for reimbursement at the COMPLETION of the project no later than December 28, 2017.

PROPOSED BUDGET*

<u>Description:</u>	<u>Total</u>	<u>Cash Match Request</u>	
Supplies/Materials	_____	_____	_____
Printing	_____	_____	_____
Personnel (website)	_____	_____	_____
Other _____	_____	_____	_____
Totals:	_____	_____	_____

***Include a description of the budget in the narrative.**

I. The following are examples of the criteria that the City of Fruita and Tourism Advisory Council will consider when evaluating all proposals.

- | | |
|---|---|
| <ul style="list-style-type: none"> / Community benefit / Clear purpose & measurable outcomes / Experience of applicants / Success with other similar projects | <ul style="list-style-type: none"> / Economic benefit to local businesses / Ability to sustain at level in second year / Demonstration of partnership / Uniqueness and innovativeness in approach |
|---|---|

2016 Rumble @ 18 Road Sponsorship

Blinding Smile

- Large logo on all race promo print materials next to event title
- Large logo and link on event website
- Large logo on event banner next to event title
- Opportunity to place 10 banners around venue / course.
- Twice-hourly announcements at event
- Option of complimentary expo space at event
- 20 free race entries (bring your team!)

\$20,000

Sparkly Smile

- Medium logo on all race promo print materials for event
- Logo and link on MAD Racing Website
- Medium logo on event banner
- Opportunity to place 2 banners around venue / course.
- Once-hourly announcements at events
- Option of complimentary expo space at all race events
- 5 free race entries (bring your team!)

\$2500

Glowing Smile

- Medium logo on all race promo print materials for event
- Logo and link on MAD Racing Website
- Small logo on event banner
- 2 live announcements at events
- Option of complimentary expo space at all race events
- 2 free race entries

\$1000

Great Smile

- Small logo on all race promo print materials for event
- Logo and link on MAD Racing Website
- Single announcement at events
- Option for complimentary expo space at all race events
- 1 free race entry

\$500

Single Smile

- Logo on event website
- Single announcement at event
- Option for expo hand-outs with racer info
- Views of many smiles.

\$250

Small Smile

- Name on event website
- Single announcement at event
- Happy feelings all around
- Views of many smiles

\$100

Custom sponsorships are welcome; contact me for details.

Email:

madracingcolorado@gmail.com

Phone: (970) 744-4450





FRUITA
COLORADO

City of Fruita
325 E. Aspen,
Fruita, CO 81521
(970) 858-3663
www.fruita.org

TOURISM AND SPECIAL EVENTS FUNDING APPLICATION –
FISCAL YEAR 2017

Organization: Fruita Rimrock Rodeo Date: 9-26-16
 Contact Person: Jerry Beent's Title: Producer & owner
 Mailing Address: PO Box 412 Fruita Co
 Street Address: _____
 Phone No.: 970 260 9287 Email: JB Rodeo 25 at MSIX.com

FUNDING REQUEST SUMMARY

Project Name: Fruita Rimrock Rodeo
 Amount of Request: (\$) \$1,000.00

Summary of Request. The Summary request describing your project must address the following criteria where applicable to your project: date of event, event location, estimate of number of attendees, target market, marketing area, products, printed materials, and photographs or graphic design, demonstration of partnership, and uniqueness and innovativeness in approach.

The 1st Tuesday in June through the 4th Tuesday in Aug. 2017. One mile south of the I70 Fruita exit at Rimrock, adventurous courses, 700 to 1,000 plus spectators and contestants.
 Target market is world tourists as well as local spectators. We have attention from New York to Fla, Europe and Asia many call and plan their time and vacation so they can attend our event.



Describe your experience and success with other similar projects.

Percepta Audio has been producing videos in the tri state area for 34 years

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

sponsorship from local businesses as well as income from the gate

Will the organization be able to continue to deliver service in the future without City funding?

yes

Describe the program/projects relationship to the City's goals (Exhibit A).

Give a real entertainment value to the area

Describe the benefit to the community as it relates to your project.

Safe family entertainment a good place to entertain visitors



FRUITA
COLORADO

City of Fruita
325 E. Aspen,
Fruita, CO 81521
(970) 858-3663
www.fruita.org

Describe the economic impact or benefit of the program/project to local businesses and/or citizens of Fruita (quantify).

*rise in sales taxes and impact on restaurants
gas stations and all related businesses*

How will the success of this program be measured?

*sales taxes greater activity in the ~~surrounding~~
area and increased tourist dollars*

Funding requests must acknowledge the City of Fruita as a sponsor on printed materials, t-shirts, and/or other products, media advertising, festival announcements, banners, and/or other recognition appropriate for your project.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
<i>arena coat & repair</i>	<i>\$ 18,000.00</i>
<i>additional TV, Bikes, Posters</i>	<i>\$ 6,000</i>
<i>ambulance services</i>	<i>\$ 2,500</i>
<i>insurance</i>	<i>3,000</i>
<i>spin help, cattle equipment ect</i>	<i>20,000</i>
TOTAL EXPENSES	<i>49,500</i>

Revenues

Sources of Revenue	Funding Committed? Y/N	Amount
<i>sponsorship</i>	<i>Y</i>	<i>25,000</i>
<i>gate fees</i>	<i>Y</i>	<i>28,000</i>
TOTAL REVENUES		<i>53,000</i>



CITY COUNCIL AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR
FROM: MARGARET SELL, CITY CLERK/FINANCE DIRECTOR
DATE: OCTOBER 25, 2016
RE: 2017 BUDGET - OUTSIDE AGENCY FUNDING REQUESTS

BACKGROUND

The Fruita City Council adopted Resolution 2016-02 establishing a policy for funding of requests from outside agencies on February 16, 2016. The intent of the policy was to formalize the process and establish procedures and evaluation criteria for funding requests. The purpose of funding outside agency requests is to supplement community service programs that provide a public purpose and benefit to the Fruita community. A copy of the resolution and policy is attached.

The City of Fruita requested proposals from interested parties for outside agency funding with a deadline for submission of the proposals by September 1, 2016. A summary of the proposals received is attached.

The purpose of this discussion is for the City Council to review the requests, request additional information or presentations if needed, and provide direction to staff for inclusion of individual requests and amounts for the 2017 Budget.

FISCAL IMPACT

Funding of outside agency requests does have a fiscal impact on the City. This impact is reviewed on an annual basis as part of the budget adoption process and can vary from year to year based on available resources and requests for funding. The Draft 2017 Budget has \$35,000 allocated towards outside agency funding requests. However, we are looking at reducing this amount to \$30,000 in order to offset a portion of the costs of fireworks display for 2017.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

The purpose of funding outside agency requests is to supplement community service programs that provide a public purpose and benefit the Fruita community. Each request is evaluated based on criteria which include its relationship to the City's mission, goals and objectives.

OUTSIDE AGENCY FUNDING REQUESTS - FISCAL YEAR 2017

Agency	Program Description	General Fund	Marketing & Promotion Fund	Conservation Trust Fund	Comments	Ranking	Amount
Museum of Western Colorado	Marketing analysis to determine economic viability for Dinosaur Journey for a Museum and Education Campus with other partners	10,000			Funds would go towards match for DOLA grant to conduct the analysis with a total cost of analysis of \$52,500		
Grand Junction Sports Commission	Funding of operational expenses for valley wide organization to market, recruit, build and enhance sporting events across the community		1,500		Funds would go towards operations expenses		
Fruita Chamber of Commerce	Funding operational budget	23,000					
Grand Junction Economic Partnership	Economic development support	5,000					
Colorado DiscoverAbility	Adaptive Recreation Center for persons with disabilities	25,000			to be located at Las Colonias Park in GJ		
Mesa Land Trust	Conservation in Community Separator Area - Operations and acquisition			\$ 16,000	Additional funding of \$6,900 for administration of conservation easements included in proposed budget (nondepartmental expenses)		
Riverfront Commission	Riverfront Trail Project - operational expenses	4,153					
	Total Requests	67,153	1,500	16,000			
	Amount available in 2017 Budget*	30,000	1,500	TBD			
	Request in excess of available funding	\$ (37,153)	\$ -	TBD			

*The proposed 2017 Budget currently allocates \$35,000 to outside agency funding requests. A \$5000 reduction is being considered to provide funding for fireworks

Evaluation Criteria

- 4.1 Agency's ability to demonstrate the effectiveness and relevancy of a project or service to the community.
- 4.2 The ability to meet a specific or relevant need in the community.
- 4.3 Relationship to the City's mission, goals and/or objectives
- 4.4 The likelihood the project will produce successful results.
- 4.5 Service impact or benefit to the businesses and citizens of Fruita and the number of citizens/businesses, geographic areas and specific impact (quantified).
- 4.6 The effectiveness of the services and/or program and the impact on the City of Fruita community based upon measurable performance data.
- 4.7 The agency's history of success.
- 4.8 Effective use of requested funding, including matching contributions, additional sources, and effort of outside search for financial assistance.
- 4.9 The financial need of the agency and its ability to implement the services and/or programs based upon available resources.
- 4.10 The ability of the agency to continue the project or service after the funding cycle without an ongoing operational construction from the City to this service.
- 4.11 The amount of previous funding requests and the amount received from the City of Fruita
- 4.12 Budgetary constraints on available funds.

RESOLUTION 2016-02

**A RESOLUTION ADOPTING A POLICY FOR FUNDING REQUESTS FROM
OUTSIDE AGENCIES**

WHEREAS, the purpose of granting funding requests to outside agencies is to provide community service programs that fulfill a public purpose and benefit, promote, and serve and enhance the quality of life for Fruita residents at a cost or in a manner that the City could not provide more efficiently or for less cost, and

WHEREAS, the City of Fruita receives a number of requests from outside agencies requesting funding from the City, and

WHEREAS, the Fruita City Council desires to adopt a formal policy and establish procedures for consideration of funding requests from outside agencies in order to ensure that funds are awarded in a consistent manner and within the constraints of available resources.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FRUITA, COLORADO THAT THE OUTSIDE AGENCY FUNDING POLICY ATTACHED HERETO IS HEREBY ADOPTED.

**PASSED AND ADOPTED BY THE FRUITA CITY COUNCIL
THIS ___ DAY OF _____, 2016**

CITY OF FRUITA, COLORADO

Lori Buck, Mayor

ATTEST:

Margaret Sell, City Clerk

**OUTSIDE AGENCY FUNDING POLICY
CITY OF FRUITA, COLORADO**

SECTION 1: POLICY

It is the policy of the City of Fruita, Colorado to consider funding requests from agencies committed to providing community service programs that fulfill a public purpose in that the services to be performed benefit, promote, serve and enhance the quality of life for the Fruita community at large for a cost or in a manner that the City could not provide more efficiently or for less cost.

This policy promotes the concept that the most efficient use of taxpayer funds for contributions to outside agencies are direct contributions that are used for the intended purpose of providing community service programs. Therefore, the City does not contribute funds for fund raising events in which a portion of the contribution is used to offset the cost of fund raising (e.g. tickets for banquets and similar events).

SECTION 2: ELIGIBLE AGENCIES

An eligible agency must be a not-for-profit (public or private), charitable (public or private), governmental, or quasi-governmental entity organized and existing under Colorado law. The agency must be recognized by and provide proof of tax-exempt status under Section 501 (c) of the Internal Revenue Code of the United States, unless the agency is a governmental or quasi-governmental entity.

An agency complying with this provision, but whose proposed service program or project fails to meet the evaluation criteria presented in Section 3 of this policy, may not receive funds from the City.

An agency complying with this provision, but whose proposed service program or project duplicates services or projects provided by another agency may not receive funds from the City.

SECTION 3 PROCEDURES

The City's process for funding an outside agency request is as follows:

- 3.1 The City of Fruita should receive all funding requests from outside agencies no later than September 1 for consideration for funding in the following fiscal year. This allows for consideration of the funding requests as part of the development of the operating budget for the following year.
- 3.2 The City will publish a notice of the deadline for for submission of requests for funding by August 1.

- 3.3 Funding available for outside agency requests will be reviewed on an annual basis as part of the budget process.
- 3.4 The availability of funds awarded will be subsequent to January 1 for the funding cycle of each year and released accordingly upon receipt of invoice and any required supporting documentation.
- 3.5 City operations and capital expenditures will receive priority over all funding requests from outside agencies. Funding Requests from outside agencies will be treated as the lowest priority in the budget process and will be considered only after meeting the other needs of the City government.
- 3.6 The City of Fruita reserves the right to terminate funding for outside agencies at any time. Approval of funding for one fiscal year does not impose a commitment on the City for funding in future years.
- 3.7 No funding decision shall be considered final until the City Council adopts the budget and all aspects of the agency's responsibilities and the conditions under which payment for the agency's services will be rendered have been met.
- 3.8 City funding shall only be used for the purpose and service for which the funding is requested and approved by the City. Any deviation from the approved funding request may be made only by the City's prior, written approval. If not, funds must be returned immediately to the City.

SECTION 4 EVALUATION CRITERIA

The City Council may utilize the criteria listed below in the evaluation and prioritization of funding requests.

- 4.1 Agency's ability to demonstrate the effectiveness and relevancy of a project or service to the community.
- 4.2 The ability to meet a specific or relevant need in the community.
- 4.3 Relationship to the City's mission, goals and/or objectives
- 4.4 The likelihood the project will produce successful results.
- 4.5 Service impact or benefit to the businesses and citizens of Fruita and the number of citizens/businesses, geographic areas and specific impact (quantified).
- 4.6 The effectiveness of the services and/or program and the impact on the City of Fruita community based upon measurable performance data.

- 4.7 The agency's history of success.
- 4.8 Effective use of requested funding, including matching contributions, additional sources, and effort of outside search for financial assistance.
- 4.9 The financial need of the agency and its ability to implement the services and/or programs based upon available resources.
- 4.10 The ability of the agency to continue the project or service after the funding cycle without an ongoing operational ~~construction~~ from the City to this service.
- 4.11 The amount of previous funding requests and the amount received from the City of Fruita
- 4.12 Budgetary constraints on available funds.

SECTION 5 SUBMITTAL INSTRUCTIONS

Agencies must adhere to the following instructions for submittal of the Funding Requests:

- 5.1 Two copies of the Funding Request should be submitted to the City of Fruita by September 1 (City Manager and Finance Director)
- 5.2 The appropriate agency authorities must complete, sign and date the Funding Request
- 5.3 The Funding Request "must" be clearly identified on the outside of the envelope ("Agency Name" - Funding Request).

SECTION 6 REQUIRED INFORMATION

Funding Requests should contain the following information and/or documentation.

- 6.1 Amount requested from the City of Fruita
- 6.2 A brief narrative of the agency's program(s) and demonstrated benefit to the citizens of Fruita and relationship to helping the City achieve its goals and priorities.
- 6.3 An official statement of support for the Funding Request from the governing body of the agency.
- 6.4 A copy of the budget for the fiscal year the funds are being requested) must accompany the request. In addition, a copy of the budget or financial statements

for the previous fiscal year must accompany the request. These documents may also be provided through email or a link to these documents online.

- 6.5 A copy of the Section 501(c) declaration by the Internal Revenue Service must accompany the Funding Request.
- 6.6 Completed Outside Agency Funding Application.
- 6.7 Letters of support.
- 6.8 Additional supporting documents and information that may be requested by the City.

SECTION 7 AGENCY REQUIREMENTS AFTER RECEIPT OF FUNDING

- 7.1 Financial Report. Agencies must provide an annual report of the expenditure of city funds.
- 7.2 Performance Report. Agencies must provide an annual report on the effectiveness of services or projects for which the agency received funding.



OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2017

Organization: Museums of WesternCO/Dinosaur Journey Date: 08/19/16

Contact Person: Peter Booth, Ph.D. Title: Executive Director

Mailing Address: P.O. Box 20,000, Grand Junction, Colorado CO 81502-5020

Street Address: 550 Jurassic Court, Fruita CO 81521

Phone No.: 970-242-0971 Ext. 204 Email: pbooth@westcomuseum.org

FUNDING REQUEST SUMMARY

Project Name: Fruita Museum & Education Campus Market Analysis

Amount of Request: (\$) 10,000.00

Summary of Request:

The MWC's new Strategic Plan calls for an assessment of each of its locations (including Dinosaur Journey). The goal is to create the right purpose and size that fits each location. For the MWC's Dinosaur Journey, the determination is that it must be expanded. In addition, the goal would be to bring other partners and facilities to that location in the hopes of creating a Fruita Museum & Education Campus. It would include a more robust Dinosaur Journey, a heritage museum and a possible other facility that will be built in partnership with other entities. To plan wisely and to make informed decisions, the MWC Board of Directors wants to conduct a marketing analysis of the site's potential and limitations. The goal is to determine the economic viability of an enlarged Dinosaur Journey, a heritage museum and another attraction at that location. The MWC is requesting the City of Fruita's help in securing an administrative grant via the Colorado Department of Local Affairs (DOLA) to conduct the analysis. This would be a matching grant. Preliminary estimates are that such a marketing analysis would be \$40,000 to \$45,000. Our request is that Fruita assist in submitting the grant and pledge up to \$10,000 to help match the DOLA grant.



Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

The DOLA grant would provide half of the resources necessary to conduct the marketing analysis. The request is that the City of Fruita help provide the match for that grant. A request for assistance has also been submitted to Mesa County.

Will the organization be able to continue to deliver service in the future without City funding?

Dinosaur Journey will remain, yet it needs to expand if it is to continue to be a serious attraction for Fruita. To grow, such a Marketing Analysis needs to be done and the MWC cannot do it without the City. A DOLA grant is the best way to secure the resources for the study and the MWC needs Fruita assistance to secure the grant.

Describe the program/projects relationship to the City's goals (Exhibit A).

This Marketing Analysis directly relating to the potential growth of the tourism economy in Fruita. In addition, the proposed project is located on City of Fruita property.

Describe the impact or benefit of the program/project to the businesses and/or citizens of Fruita (quantify).

Creating a Museum & Education Campus could have a very significant impact on the growth of Fruita's visitor economy. Since the proposed campus is on Fruita property this would be significant for the City. The proposed Marketing Analysis would help dictate how the campus can most wisely be developed.

How will the success of this program be measured?

The Marketing Analysis will produce data that will be used by the MWC and the City of Fruita to determine how the Museum & Education Campus will be developed.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
Marketing Analysis (this is an estimated cost)	\$45,000.00
TOTAL EXPENSES	\$45,000.00

Revenues

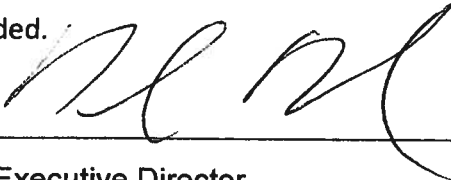
Sources of Revenue	Funding Committed? Y/N	Amount
CO Dept. of Local Affairs	N	\$22,500.00
City of Fruita	N	10,000.00
MWC	Y	10,000.00
Mesa County (requested)	N	10,000.00
TOTAL REVENUES		\$52,500.00



ORGANIZATION CERTIFICATION:

I certify that Museums of Western Colorado (organization) is an eligible agency for receipt of funds pursuant to Section 2 of the City of Fruita Outside Agency Funding Policy (Exhibit B); that all information reported in this application and attached is true, accurate and complete; that I am authorized to make application on behalf of the above organization and have been designated as such by the Board of Directors; and that I will provide written notice of any changes or additions to this information.

I understand the organization may need to make a brief presentation and/or provide additional information during the evaluation process and that a written agreement will be required if funds are awarded.

Signature: 
Title: Executive Director

Date: 08/19/16



P.O. Box 20,000
Grand Junction, Colorado
81502-5020

www.museumofwesternco.org
museumofwesternco@gmail.com
toll free 888/488-3466

Museum of the West, Loyd Files Research Library, Administrative Offices
Cross Orchards Historic Site
Dinosaur Journey Museum

phone 970/242-0971 fax 970/242-3960
phone 970/434-9814 fax 970/242-3960
phone 970/858-7282 fax 970/858-3532

August 29, 2016

Dear City of Fruita City Council

Please accept for consideration the Museums of Western Colorado (MWC) request for funding in 2017. More appropriately, this is a request for assistance and not for direct funding.

The MWC's new Strategic Plan calls for an assessment of each of its locations (including the Dinosaur Journey Museum). The goal is to create the right purpose and size that fits each location. For the MWC's Dinosaur Journey, the determination is that it must be expanded. In addition, the goal would be to bring another partners and facilities to that location in the hopes of creating a Fruita Museum & Education Campus. It would include a more robust Dinosaur Journey, a heritage museum and a possible other facility that will be built in partnership with other entities. To plan wisely and to make informed decisions, the MWC Board of Directors wants to cooperate with the City of Fruita in conducting a marketing analysis of the site's potential and limitations. The goal is to determine the economic viability of a Museum & Educational Campus that would be located on property that belongs to the City of Fruita and would include an enlarged Dinosaur Journey, a heritage museum and another attraction at that location.

The MWC has two requests for the City of Fruita;

- First, the MWC is requesting the City of Fruita's help in securing an administrative grant via the Colorado Department of Local Affairs (DOLA) to conduct the analysis.
- Second, since this would be a matching grant and preliminary estimates are that such a marketing analysis would be \$40,000 to \$45,000, our request is that Fruita pledge up to \$10,000 to help match the DOLA grant.

The MWC has also approached the Mesa County Commissioners to also assist in matching the grant. Depending on how much Mesa County agrees to commit to this project, the MWC will also pledge to help match the amount needed. The exact amount needed would be split between the participating entities.

To make the wisest decisions possible regarding the future of a Museum & Education Campus that are backed up by data, the MWC hopes the City of Fruita agrees to support this request.

Thank you,

Peter Booth, Ph.D.
Executive Director

PS: Due to timing, the MWC's statement of support from the Board of Directors will be delivered early in September. Likewise, some letters of support from other community members will be sent in separate this application.



Accredited by the American Alliance of Museums



P.O. Box 20,000
Grand Junction, Colorado
81502-5020

www.museumofwesternco.org
museumofwesternco@gmail.com
toll free 888/488-3466

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phone 970/858-7282 fax 970/858-3532

August 31, 2016

City of Fruita
Attn: Margaret Sell
325 E Aspen
Fruita, CO 81521

Dear City of Fruita City Council,

The Board of Directors is pleased to submit this Statement of Support for the Museums of Western Colorado's (MWC) 2017 Request to the City of Fruita. We endorse this request and encourage the City of Fruita to consider it.

We the Board of Directors believe that to move forward on a Fruita Museum & Education Campus, we need to conduct a Marketing Analysis on the economic potential and limitations of the current *Dinosaur Journey Museum* location. The goal is to determine the economic viability of a Fruita Museum & Educational Campus that would be located on property that belongs to the City of Fruita and would include an enlarged *Dinosaur Journey Museum*, a heritage museum and another attraction at that location. The resulting Marketing Analysis data will help inform both the MWC as well as the City of Fruita when choosing the best plans on how to develop the campus.

Specifically, the MWC has two requests for the City of Fruita;

- First, the MWC is requesting the City of Fruita's help in securing an administrative grant via the DOLA to conduct the analysis.
- Second, since this would be a matching grant and preliminary estimates are that such a marketing analysis would be \$40,000 to \$45,000, our request is that Fruita pledge up to \$10,000 to help match the DOLA grant.

To make the wisest decisions possible regarding the future of a Fruita Museum & Education Campus that are backed up by data, the MWC's Board of Directors hopes the City of Fruita agrees to this request.

Sincerely,


Catherine Robertson
President, MWC Board of Directors



Accredited by the American Alliance of Museums



August 30, 2016

Margaret Sell
City of Fruita
325 E. Aspen
Fruita, CO 81521

Dear Margaret:

Please accept this letter as our formal notice of support for the Museums of Western Colorado expansion project in Fruita. Specifically, we support the request from the MWC to the City of Fruita to secure the following:

- An administrative grant via the Colorado Department of Local Affairs to conduct a project analysis, and
- Pledge up to \$10,000 to aide in DOLA grant match funds.

As you are aware, The Lower Valley Hospital Association has been a strong community partner with the City of Fruita for over 70 years. The current commercial growth within our community is exciting to witness.

We welcome and fully support the efforts of the MWC as they seek out ways to enhance Dinosaur Journey, create a heritage museum, and add additional attractions. The MWC will be a strong business anchor within the City. It's also easy to see how this completed project has the potential to generate additional tourism revenue for the City.

During the past year, I have had the pleasure of personally serving as a MWC Board Member. I have been impressed by their commitment to collecting, preserving, and promoting our rich history. Please contact me directly should you need any additional information regarding our full support of the Museums of Western Colorado.

Sincerely,

THE LOWER VALLEY HOSPITAL ASSOCIATION
dba FAMILY HEALTH WEST



Mark J. Francis
President/CEO



OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2017

Organization: Greater GJ Sports Commission Date: 08/24/16

Contact Person: Jennifer Stoll Title: Exec. Dir.

Mailing Address: 1100 North Avenue, LHH 442

Street Address: GJ, CO 81505

Phone No.: 970.248.1469 Email: jstoll@grandjunctionsports.org

FUNDING REQUEST SUMMARY

Project Name: Sports Commission FY17 Community Partner Support

Amount of Request: (\$) 1,500.00

Summary of Request:

The Greater Grand Junction Sports Commission is a collaborative effort among Colorado Mesa University, the City of Grand Junction, City of Fruita, Town of Palisade and Mesa County. The GGJSC is requesting operational funding from the City of Fruita flat to the FY16 amount. As a collaborative effort, it is imperative to have all public partners contribute to the organization's operational expenses as we continue to grow and expand the capacity of our community to host sporting events. Continued financial support also maintains the representative nature of the commission's board of advisors, on which Ture Nycum serves as the vice chair. The GGJSC is one of the few efforts in our community that is truly valley-wide, which allows us to market events, recruit, build and enhance events across the entirety of the community. Funds will be used for operational expenses of the organization to achieve strategic goals. In addition, the GGJSC is applying for a Colorado Tourism Office Matching Marketing Fund Grant that would match up to \$25,000 in marketing funds, an effort we hope will make the community's contribution go even further toward continuing to establish our area as a destination for sports.



Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

The GGJSC receives just over \$50k from public partners (in FY16 \$1,220 Fruita, \$38,800 GJ, \$500 Palisade, \$10,000 Mesa County). CMU contributes approx. \$150k in-kind annually. We're launching private funding and generating event revenue.

Will the organization be able to continue to deliver service in the future without City funding?

Without City of Fruita funding, we will lose the representative collaborative nature of the organization, which is the model on which the organization was built.

Describe the program/projects relationship to the City's goals (Exhibit A).

The GGJSC mission falls perfectly in line with all three goals of the City of Fruita. Events contribute to the economic health through tax revenue/direct spending and exposure, quality of place by providing event atmospheres that fit the culture of the community and lifestyle by seeking events that promote public health, trails, outdoors.

Describe the impact or benefit of the program/project to the businesses and/or citizens of Fruita (quantify).

One simple example is the Rim Rock Marathon which we have branded as a Fruita, CO event. In the 3 years the GGJSC has produced the event, it has grown from 140 participants to projected over 300 in 2016. In 2015, of the 230 participants, 70% were non-local and 20 states and 6 countries descended on Fruita. This is a microcosm of what we are trying to achieve.

How will the success of this program be measured?

The success of the program will be measured by the ability to achieve the strategic goals of the organization, of which Fruita (through participation on the board) helped develop. Overall goals are 1) Enhance existing events, 2) Recruit new events, 3) Build events, 4) Expand the brand perception and awareness of our community and 5) Establish key relationships internally and externally. The board reviews the success.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
GGJSC Operational Funding (line items will include:	\$1,500.00
Student assistant labor, marketing initiatives, event scouting/	
site visits, tradeshow attendance, Nat'l Assoc. of Sports	
Commissions membership, etc.)	
TOTAL EXPENSES	\$1,500.00

Revenues

Sources of Revenue	Funding Committed? Y/N	Amount
Rim Rock Marathon	Y - Est. rev.	\$7,500.00
Private sector fundraising	Est. rev.	10,000.00
City of GJ	In process	38,800.00
Town of Palisade	In process	500.00
Mesa County	In process	10,000.00
TOTAL REVENUES		\$66,800.00



August 24, 2016

City of Fruita
C/O Mike Bennett
324 East Aspen Avenue
Fruita, CO 81521

Dear Mike,

On behalf of the Greater Grand Junction Sports Commission and its board of advisors, I would like to thank you for your support of the commission's efforts to represent the greater Grand Junction area in attracting and enhancing sporting events that capitalize on our assets, positively impact our economy and community, and deliver the highest level of customer service.

This year has brought significant progress for the GGJSC. Foundationally, a board of advisors — representing the Town of Palisade, City of Fruita, City of Grand Junction, Mesa County, Colorado Mesa University and a variety of other community partners — was formed and has been meeting monthly. The board adopted operational bylaws, filed articles of incorporation and is filing for 501-C-3 designation. Additionally, we have submitted an Enterprise Zone application and plan to request letters of support from our public partners for a Colorado Tourism Office Matching Marketing Grant — which could double the potential of our marketing efforts.

A subcommittee has also worked to establish the Event Grant Program for local or non-local sporting events requesting support from our public partners. We see this program as a valuable service to our partners and an opportunity for the GGJSC to utilize its expertise as the community's lead organization to vet and liaise with sports event owners.

The GGJSC has submitted six sports for NCAA championship bids, including alpine and Nordic skiing for years spanning 2018 through 2020. Awards will be announced by the end of 2016. In addition, we are working with a number of prospects, have secured returning Colorado Master's Swim Association state championship for 2017, and also enticed USA Cycling to add the Para-Cycling Road Nationals to our award of collegiate road nationals for 2017. Another event prospect is Train to Hunt, which we are also soliciting for 2017.

The commission has also seen considerable continued growth in the Rim Rock Marathon, which has been branded as a Fruita, CO event. Registrant numbers grew 20% from 2013 to 2014 and an additional 30% from 2014 to 2015. In 2015, 230 registrants included 70% non-local, 20 states and six countries, many of whom took advantage of staying in the community an extra night or two and visiting many Fruita businesses while here. Early registration for 2016 expects to see that trend continue. We have added a downhill half marathon to the schedule as well.



GREATER GRAND JUNCTION SPORTS COMMISSION

1100 North Avenue • Grand Junction, CO 81501-3122

P: 970 248 1469 • W: grandjunctionsports.org

We are developing a private-sector fundraising campaign beginning fiscal year 2016, Q4, and have plans to expand the commission's ownership/operations of events as a means of alternative revenue and exposure. Our goal is to continue the valley-wide collaboration from our public-sector partners, and thus we are requesting a flat investment amount of \$1,500.00 from the City of Fruita for the operational budget of the GGJSC. The collaborative nature of this effort truly enables the GGJSC to promote the wide variety of assets across our community, and it is important to maintain that structure.

The Greater Grand Junction Sports Commission's board of advisors thanks you in advance for your consideration of continued support. We are happy to provide any additional information requested.

Sincerely,

A handwritten signature in black ink that reads "Kristi Pollard". The signature is written in a cursive, flowing style.

Kristi Pollard

GGJSC Board Chair



OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2017

Organization: Fruita Area Chamber of Commerce Date: 09/01/16

Contact Person: Frank Ladd Title: Executive Director

Mailing Address: 432 East Aspen

Street Address: Same

Phone No.: (970) 858-3894 Email: frank@fruitachamber.org

FUNDING REQUEST SUMMARY

Project Name: Fruita Chamber/City Partnership

Amount of Request: (\$) 23,000.00

Summary of Request:

The Fruita Chamber would like to request \$23,000 for the 2017 operating budget. 2016 thus far has been rewarding as we have been able to stay on a very tight budget while still maintaining a strong membership base. We have also committed to stronger partnerships with the City, GJEP and our tourism partners to help maintain and build a strong business climate in Fruita.

In addition, we are grateful for the use of the Rockaday House and the maintenance provided by the City for our Chamber office. We appreciate the continued support and partnership of the City of Fruita and ensure the goal for our Chamber is to be a strong, viable organization that stays constant in our business community.



Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

Just over 50% of our revenue comes from member dues. The other is non-dues revenue from events and programs. As a 501-C(6), the Chamber cannot accept grants or donations like a 501-C(3) non-profit. City funding falls under dues revenue.

Will the organization be able to continue to deliver service in the future without City funding?

Without this funding the Fruita Chamber would more than likely need to raise dues and increase fees to events and programs. We would also likely lose a 1/2 to 3/4 staff person. We would be able to furnish service to the community but at a much higher cost to them.

Describe the program/projects relationship to the City's goals (Exhibit A).

Nearly everything the Fruita Chamber does relates directly to quality of place, economic health and the Fruita lifestyle. Our mission states: Growing our community one business at a time by cultivating creative and successful partnerships. Our mission and vision are very much in line with city goals.

Describe the impact or benefit of the program/project to the businesses and/or citizens of Fruita (quantify).

The FACC organizes and sponsors family-friendly events such as the Fruita Fall Festival and the Farmers Market that are part of the funky hometown character of Fruita, and are renowned throughout the region. Through networking and training opportunities, we also nurture our local business community.

How will the success of this program be measured?

The bottom line (\$) is the easy answer here but simply put: if we are helping our community grow while forging lasting partnerships within the business community we will be a success.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
Please see attached 2016 budget. This funding will go into	\$175,000.00
the general fund for costs associated with all projects and	
programs. We haven't completed the 2017 budget yet.	
TOTAL EXPENSES	\$175,000.00

Revenues

Sources of Revenue	Funding Committed? Y/N	Amount
Please see attached 2016 budget.		\$191,000.00
TOTAL REVENUES		\$191,000.00



OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2017

Organization: Grand Junction Economic Partnership Date: 09/01/16

Contact Person: Kristi Pollard Title: Exec. Dir.

Mailing Address: 122 N. 6th Street, GJ, CO 81501

Street Address: _____

Phone No.: 970-270-5594 Email: kristi@gjep.org

FUNDING REQUEST SUMMARY

Project Name: Economic Development Support

Amount of Request: (\$) 5,000.00

Summary of Request:

The Grand Junction Economic Partnership (GJEP) would like to request your continued support for economic development in Mesa County in your 2017 budget.

Economic development is critical to building a healthy and stable economy for our children and the future endeavors of our community. These efforts are paramount to creating a strong environment where each of us can live, work and play. Through your support, GJEP will develop marketing and prospecting plans to encourage the creation of new jobs and increased capital investment in our community.

Thank you for your kind consideration and for your continued support for economic development.



Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

Business contributions in the amount of \$200k
Public support from the City of GJ, Palisade and Mesa County in the amount of \$351k

Will the organization be able to continue to deliver service in the future without City funding?

Yes

Describe the program/projects relationship to the City's goals (Exhibit A).

GJEP will work closely with the City of Fruita to develop marketing plans for job creation and business location and expansion within the City of Fruita.

Describe the impact or benefit of the program/project to the businesses and/or citizens of Fruita (quantify).

By adding jobs to the community and encouraging capital expansion, GJEP will be helping to create a vibrant economy, bringing in new revenues to the City coffers and making a more vibrant place for residents to live, work and play.

How will the success of this program be measured?

Numbers of jobs created, numbers of businesses assisted with expansion or retention efforts and dollars invested in capital development.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
Economic Development Marketing	\$2,500.00
Prospecting Efforts	2,500.00
TOTAL EXPENSES	\$5,000.00

Revenues

Sources of Revenue	Funding Committed? Y/N	Amount
Private Enterprise	N	\$200,000.00
City of GJ	N	199,000.00
Mesa County	N	150,000.00
Town of Palisade	N	2,500.00
TOTAL REVENUES		\$551,500.00



September 1, 2016

Mike Bennett, City Manager
City of Fruita
325 E. Aspen
Fruita, CO 81521

Re: GJEP Funding Request for 2017

Dear Mike,

Please accept this letter of request for \$5,000 in the City of Fruita's budget for fiscal year 2017. We appreciate the City's continued support and partnership in the economic development efforts of the community and look forward to working with you in the future.

As you know, the Grand Junction Economic Partnership's (GJEP) mission is to enhance the economic vitality of Mesa County through the creation of a strong, diverse economy and an improved quality of life for all Mesa County residents. Through support from the City of Fruita, GJEP will be able to continue its marketing and prospecting efforts to targeted industries outside of Colorado, painting the picture for them as to why Mesa County is the best place to live, work and play.

Thank you for Fruita's commitment to a diversified economy and the creation of a more vibrant place for each of us to live.

Sincerely,

A handwritten signature in cursive script that reads "Kristi Pollard". The signature is written in black ink and is positioned above the printed name and title.

Kristi Pollard
Executive Director



GRAND JUNCTION economic PARTNERSHIP

September 1, 2016

Mr. Mike Bennett, City Manager
City of Fruita
325 E. Aspen
Fruita, CO 81521

Dear Mike,

Thank you to you and the City of Fruita for your continued support for economic development in Colorado's Grand Valley. We are grateful to have your partnership in our endeavors to strengthen and diversify the economy in this phenomenal community in which we live, work and play.

Like you, we know economic development is critical to building a healthy and stable economy for our children and our community's future endeavors. These efforts are critical to creating a vibrant place to live and work, but more importantly, a place that is economically sound and strong. By bringing new primary business to Mesa County, coupled with providing assistance to existing businesses with their expansion plans, we continue to diversify and strengthen the economic base of Mesa County.

Please accept this letter as our formal request for an investment of \$5,000 in our economic development program. We greatly appreciate your confidence in us and will exercise prudence in the allocation of your funds toward the various programs we administer.

Please let me know if you have any questions or comments. Thank you for your kind consideration.

Sincerely yours,

Tom Benton
Board Chairman



OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2017

Organization: Colorado Discover Ability Date: 08/26/16

Contact Person: Terry D. Harper Title: Executive Director

Mailing Address: P.O. Box 1924, Grand Junction, CO 81502

Street Address: 740 Gunnison Ave., Ste. 105, Grand Junction, CO 81501

Phone No.: (970) 257-1222 Email: terrydharper@gmail.com

FUNDING REQUEST SUMMARY

Project Name: CDA Adaptive Recreation Center

Amount of Request: (\$) 25,000.00

Summary of Request:

For the past 36 years, Colorado Discover Ability (CDA) has been providing outdoor recreation opportunities for people with disabilities in Mesa County and surrounding communities. CDA's primary goal is that every person with a disability learns a new outdoor skill that has therapeutic value for better health, a higher level of independence and increased motivation to learn additional new skills. There are no similar programs within 100 miles of the Grand Valley. Until now, however, CDA has not had a central staging facility from which to operate, which has limited its ability to serve a larger segment of Mesa County's disabled population. With such a facility we could serve more than 20 times the number of residents than at present. It will house adaptive rafting and cycling equipment storage and maintenance, a staging facility immediately adjacent to the Riverfront Commission's bike trail and close to a new river launch ramp, a community meeting area for planning, and CDA's administrative offices. It will reduce lead time for rafting trips from weeks to days, and cycling opportunities from days to minutes.



Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

Funding is currently just over 51%, and includes grants from private foundations, service organizations and businesses, individual donations, and the Parks Improvement Advisory Board. A complete summary is attached.

Will the organization be able to continue to deliver service in the future without City funding?

Yes. The capital budget for this project is separate from the organization's operating budget. Capital funds are maintained in a separate trust account solely for this project.

Describe the program/projects relationship to the City's goals (Exhibit A).

This project is a staging area for cycling along the riverfront bike path to Fruita, and for rafting and kayaking day trips from Grand Junction to Fruita. Participants will experience the landscape of the trips and help people enjoy healthy lifestyles. Most participants travel with families, and trips into Fruita will contribute to its economy.

Describe the impact or benefit of the program/project to the businesses and/or citizens of Fruita (quantify).

This project was certified as an Enterprise Zone project because of its potential to bring tourism business to the local communities, including hotels, restaurants, and other tourist attractions. 75% of CDA participants are Mesa County residents. By being able to increase participation by as much as 20x, we can serve many more Mesa County people with disabilities, and also help Fruita become a destination.

How will the success of this program be measured?

We track unique individual participation, as well as repeat participation. We survey participants for satisfaction, and maintain records of income levels where participants or their families need financial assistance to participate. We track age and types of disability. Increase in number of participants and repeat opportunities are important quantification success indicators. Satisfaction surveys help improve services.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
Architectural and Engineering	\$35,000.00
Site preparation, construction, landscaping and related	308,500.00
Land	50,000.00
Furnishings, equipment, signage, fundraising	27,000.00
Contingency	39,500.00
TOTAL EXPENSES	\$460,000.00

Revenues

Sources of Revenue	Funding Committed? Y/N	Amount
Individual donations	Y	\$31,233.00
Businesses, Trade Associations	Y	22,504.00
Foundations, Service Orgs.	Y	99,500.00
In kind property & services	Y	82,045.00
Foundation Grant Apps Pending	N	
TOTAL REVENUES		\$235,282.00

August 30, 2016

City of Fruita
325 East Aspen
Fruita, CO 81521

Dear Mayor and Council,

Please accept this letter on behalf of Colorado DiscoverAbility (CDA). This organization first approached the City of Grand Junction in April of 2014 requesting a long term lease on City owned property known as Las Colonias Park. The City Council was very supportive of their vision and gave staff permission to begin work with CDA to enter into a lease for three quarters of an acre of park property located south of downtown. The City and CDA signed a letter of intent on January 6, 2015 which serves as a binding lease for both parties. The forthcoming lease agreement, which is subject to City Council ratification, is currently being developed.

The first phase of development was completed one year ago and includes a restroom/shelter, native arboretum, trail connections and parking. We are excited to break ground on the second phase of development there this fall which will include the signature amenity for the park – a professional amphitheater with seating capacity of over 5,000. Future phases of park development include a dog park, boat launch, riparian restoration area and additional restroom facilities.

The proposed CDA facility will be located adjacent to the existing Riverfront Trail. As you know, this trail extends to Fruita toward the West and will eventually connect Palisade to the East. This location will prove to be ideal for CDA by supporting their adaptive bicycle program. CDA will also utilize the future boat launch as part of their whitewater program.

The City of Grand Junction strongly supports the mission of CDA and considers it an excellent partner at Las Colonias Park. If you have questions about this project or need additional information, please feel free to contact me at 254-3842, or via email at robsc@gjcity.org. Thank you for your consideration of this grant request for CDA.

Sincerely,



Rob Schoeber, Director
Grand Junction Parks & Recreation



August 26, 2016

City of Fruita
325 E. Aspen
Fruita, CO 81521

Re: Statement of Support for Funding Request

Dear Members of the City Council:

In 2014, the Board of Directors of Colorado Discover Ability committed to build an Adaptive Recreation Center facility in Las Colonias Park in Grand Junction, and to raise the funds necessary to do so. This was and is our commitment to the City of Grand Junction in return for its commitment to lease the property on which the facility will be built to CDA for a period of 25 years at a nominal lease rate.

The Board remains committed to this project and has, to date, raised some 51% of the funds required to complete the project. The Board fully supports this funding request to the City of Fruita to move this capital project forward to completion.

We believe that this project will benefit the residents of Fruita in a number of ways, from offering outdoor recreation opportunities to those with disabilities, their families and friends, to providing more destination tourism opportunities and revenues for those visiting the Grand Valley.

Respectfully,

Walt Bergman
President

Colorado Discover Ability
Adaptive Recreation Center
Capital Budget and Actual to Date

Anticipated Expenses

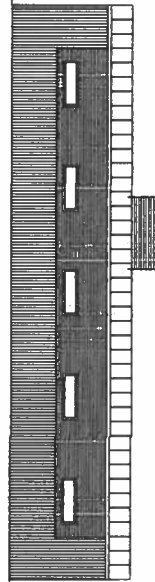
Land	\$ 50,000
Architectural & Engineering	35,000
Site Preparation – utilities to site, grading, licenses, fees, etc.	43,500
Construction and related	225,000
Furnishings & equipment	20,000
Parking lot, landscaping and related	40,000
Signage, donor acknowledgement wall	2,000
Fundraising	5,000
Contingency (e.g. additional site grading, construction management, etc. at 8.5%)	<u>39,500</u>
<i>Total Anticipated Expenses</i>	<i>\$460,000</i>

Secured/Anticipated Revenues

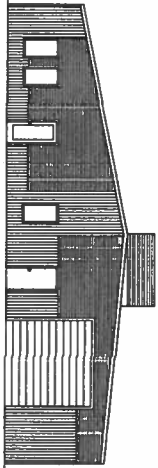
	<u>In Hand/Committed</u>	<u>Request Pending</u>
Board Members/Other Individuals	\$31,233	
Businesses and Trade Associations		
Western CO Contractors Association, Home Loan Bank, Austin Civil Group	\$22,504	
Foundations and Service Organizations		
Grainger Foundation, GJ Lions Club, GJ Parks Improvement Advisory Board, El Pomar Foundation, Gates Family Foundation*	\$99,500	
In Kind Property & Services		
City of Grand Junction, ZAPS Trucking, Wagner Rents, Gregg & Associates Architects	\$82,045	
Pending: Boettcher Foundation, Daniels Fund, Alpine Bank		<u>\$265,000</u>
<i>Total Revenues</i>	<i>\$ 235,282</i>	<i>\$265,000</i>

(51.1% of total needed)

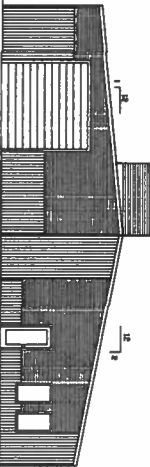
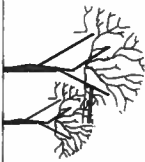
* Gates Family Foundation has awarded a challenge grant for this project in the amount of \$45,000, contingent on CDA raising a like amount; this is not anticipated to be problematic.



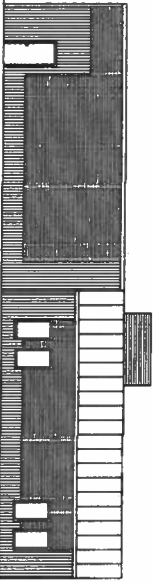
5 NORTH ELEVATION
1/8" = 1'-0"



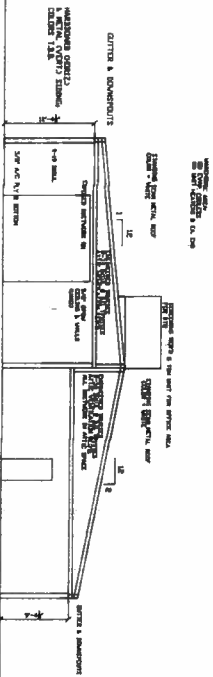
3 EAST ELEVATION
1/8" = 1'-0"



4 WEST ELEVATION
1/8" = 1'-0"



2 SOUTH ELEVATION
1/8" = 1'-0"



1 BUILDING SECTION
1/8" = 1'-0"

THE ARCHITECT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL, STATE AND FEDERAL AGENCIES. THE ARCHITECT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL, STATE AND FEDERAL AGENCIES. THE ARCHITECT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL, STATE AND FEDERAL AGENCIES.

COLORADO DISCOVER ABILITY
 821 STRUTHERS AVENUE
 LAS COLONIAS PARK
 GRAND JUNCTION, COLORADO

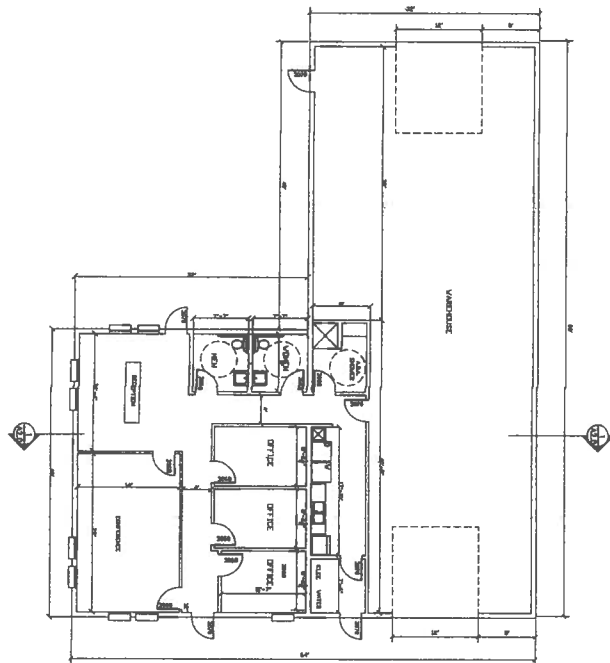


GREGG ARCHITECTS, P.C.
 TELE: 870 243 8934

GRAND JUNCTION, COLORADO
 EG@gregg.com

ISSUED:
 07-05-16
 REVISED

A2.0



NORTH
 A1.0
 1 FLOOR PLAN
 1/8" = 1'-0"

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A1.0

ISSUED:
 07-05-16
 REVISED

COLORADO DISCOVER ABILITY
 821 STRUTHERS AVENUE
 LAS COLONIAS PARK
 GRAND JUNCTION, COLORADO



GREGG ARCHITECTS, INC.
 TELE 970 245 9894

Grand Junction, Colorado
 RjG@aol.com



OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2017

Organization: Mesa Land Trust Date: 08/30/16

Contact Person: Ilana Moir Title: Director of Conservati

Mailing Address: 1006 Main Street, Grand Junction, CO 81501

Street Address: 1006 Main Street, Grand Junction, CO 81501

Phone No.: 970-263-5443 Email: ilana@mesalandtrust.org

FUNDING REQUEST SUMMARY

Project Name: Conservation in Community Separator Area & Surrounding

Amount of Request: (\$) 22,900.00

Summary of Request:

Mesa Land Trust (MLT) requests \$22,900 to help fund projects and staff costs associated with the acquisition of conservation easements in and around the successful Community Separator areas. Funding from the City of Fruita will enable MLT staff to secure funding from granting agencies, educate landowners about conservation options, put conservation easement acquisitions together, acquire and steward conservation easements, promote the Community Separator Program, and provide the City documentation regarding completed conservation easement transactions. Over 16 years and through the partnerships with Mesa County, Fruita, Palisade and Grand Junction, MLT addresses goals described by all of the partners. First, MLT conservation easement acquisitions approved by the PDRRC address the desire to elevate the community profile as this program works to protect the farms and the scenic lands in the Valley that define this community. The conservation program helps maintain the character of our community and contributes to our enviable quality of life, such as recreation in Fruita and bucolic farmlands in both end of the valley. The Program also supports the growth of existing businesses as the millions of dollars leveraged by local partner funding has directly benefited farmers, ranchers and fruit-growers farmers, agricultural service providers, banks, restaurants, hotels and more. This program provides a unique benefit to the City of Fruita and the community across the valley.



FRUITA
COLORADO

City of Fruita
325 E. Aspen,
Fruita, CO 81521
(970) 858-3663
www.fruita.org

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

MLT seeks \$15,000 from Palisade (\$10,429 for easement acquisitions & \$4,580 for MLT staff), \$15,000 from Mesa County, \$25,000 for organization support from the City of Grand Junction, and will pursue funding from other granting agencies for projects.

Will the organization be able to continue to deliver service in the future without City funding?

If MLT does not receive full funding from The City of Fruita, this will diminish MLT's ability to work with landowners and secure capital grants to conserve properties and inject funds into the local economy. This will put our local economy at risk of losing hundreds of thousands of dollars of funding from sources such as GOCO or others.

Describe the program/projects relationship to the City's goals (Exhibit A).

This program helps fulfill all three goals: Quality of Place- conserving the lands that define the character of the community including agricultural lands & views from the popular 18 Road; Economic Health-conserving farmland contributes directly to the stable economy; Lifestyle- preserving the "farm and ranching history" and views.

Describe the impact or benefit of the program/project to the businesses and/or citizens of Fruita (quantify).

Conservation work allows landowners to continue farming/ranching and pass the property onto future generations, which contributes to local economy. The community separator allows Fruita to remain a distinct and unique community. Preserving views near and access to public lands encourages tourists to spend time (and funds) in the City and surrounding area, all directly supporting local businesses and residents.

How will the success of this program be measured?

To begin with, this work will be measured by the number of landowners reached (through mailings and events) that express an interest in conservation. Secondly, success is measured over a few years in terms of quality and quantity of lands conserved. Finally, success is measured over the longterm by having viable farming economies, open spaces that define communities, & continued access to public lands.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Line Item Description	<u>Expenses</u>	Cost
Capital		\$16,000.00
Operating		6,900.00
TOTAL EXPENSES		\$22,900.00

Sources of Revenue	Funding Committed? Y/N	Amount
Town of Palisade	requested	\$15,000.00
Mesa County	requested	15,000.00
City of Grand Junction	requested	25,000.00
GOCO/Foundations (leveraged \$11.2M since 2001)	will request as needed	
TOTAL REVENUES		\$55,000.00



1006 Main Street
Grand Junction, CO 81501
Phone: 970•263•5443
Fax: 970•243•4135
www.mesalandtrust.org

Resolution

Whereas, Mesa Land Trust (MLT) has partnered with the City of Fruita since 2000 to conserve land in and around the Community Separator Areas, and

Whereas the Community Separator program has been an effective collaborative effort between MLT, The City of Fruita, the City of Grand Junction, the Town of Palisade, and Mesa County, to maintain the distinct identities and feel of the Grand Valley's Municipalities, and

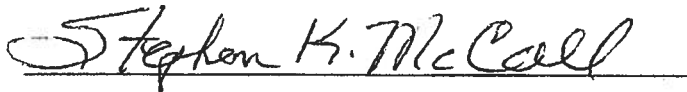
Whereas, these partners have provided financial support for capital costs associated with purchasing conservation easements and for staff costs associated with educating landowners about conservation options, securing funding to purchase conservation easements, and completing conservation easement acquisitions, and

Whereas, since 2001 for every 1\$ invested by Fruita in the Community Separator program, MLT has secured \$56 in cash and \$74 in donated land value, and

Whereas financial support from the City of Fruita and the other Community Separator partners has enabled MLT to acquire 11 conservation easements in the Fruita Community Separator, conserving over 617 acres of land.

Now, be it resolved:

The Mesa Land Trust Board of Directors enthusiastically support a request for funding from the City of Fruita to conserve land in the community separator areas and surrounding areas.



President, Mesa Land Trust Board of Directors



Date



LANDS FOR TOMORROW



OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2017

Organization: Riverfront Commission Date: 07/19/16

Contact Person: Michele Rohrbach Title: Coordinator

Mailing Address: PO Box 2477, Grand Junction, CO 81502

Street Address: 544 Rood Avenue, Room 214, Grand Junction, CO 81501

Phone No.: 970-683-4333 Email: Michele.Rohrbach@mesacounty.us

FUNDING REQUEST SUMMARY

Project Name: Riverfront trail project

Amount of Request: (\$) 4,153.00

Summary of Request:

The Riverfront Commission (RFC) is an advisory commission to Mesa County, City of Grand Junction, Town of Palisade, and the City of Fruita; our mission is preservation, revitalization, and restoration of the Colorado Riverfront Greenway. We are the working arm of the Colorado Riverfront Foundation (RFF). We work with the RFF as our fiscal sponsor and with neighboring government entities to secure grants.

Per Resolution 31-91 (a joint resolution between the City of Grand Junction, the Town of Palisade, the City of Fruita and Mesa County) each entit will, on an annual basis, budget for the operations of the Riverfront Commission. the City of Fruita is responsible for 6% of the RFC's annual budget.



Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

Besides the City of Fruita, our partners include the City of Grand Junction, the Town of Palisade and until 2013, Mesa County.

Will the organization be able to continue to deliver service in the future without City funding?

The RFC's budget has remained the same since 2007. With the loss of Mesa County's funding in 2013, our budget was cut from 441,664 to \$24,543 leaving us with a short fall at the end of each year. The RFF provides some financial assistance to the RFC to offset the shortfall created by the loss of Mesa County's share of funding.

Describe the program/projects relationship to the City's goals (Exhibit A).

Our efforts began in 1987 as a response to years of industry degradation that had severely impaired the Colorado River and the quality of life for Mesa County residents. Our first project was to clean up junk cars and uranium mill tailings from a central park site near downtown Grand Junction. We have continued our primary focus on connecting the various community resources and parks by completing a paved, multi-

Continued on next page

Describe the impact or benefit of the program/project to the businesses and/or citizens of Fruita (quantify).

In 2014, the Monument View Trail was completed, connecting the City of Fruita to the City of Grand Junction. Based on trail-traffic counter reports we receive from Greg Linza with Mesa County, we know that 100's of people are using the trail on a daily basis. With the completion of the Lower Salt Wash Trail connecting to the James M. Robb Colorado River State Park in July of this year, trail users can now access the

Continued on next page

How will the success of this program be measured?

We continue to hear from Fruita residents how much they love the Monument View Trail and can't wait for the Kokopelli Connection. Walkers, joggers, bicycle riders, individuals, friends and families are using the riverfront trail on a daily basis and every month of the year. We know there are bicycle riders that commute daily on the riverfront trail from Fruita to Grand Junction.

Describe the program/projects relationship to the City's goal (Exhibit A) – continued

multi-use, recreational trail along the greenway of the Colorado Riverfront, completing 30+ miles.

Describe the impact or benefit of the program/project to the businesses and/or citizens of Fruita (quantify) – continued

riverfront trail from downtown Fruita, they can attend the Colorado Riverfront Concert Series and users coming from Grand Junction can now get to downtown Fruita. Trail users are visiting area shops, restaurants, Suds Brothers, Copper Brewing Club, the Community Center/Library and even the Farmers Market.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

Expenses

Line Item Description	Cost
Payroll - one part-time staff person	\$25,346.00
Office rent	100.00
Insurance - workers comp & business	1,750.00
Telephone	500.00
See attached 2016/2017 budget for additional breakdown	13,968.00
TOTAL EXPENSES	\$41,664.00

Revenues

Sources of Revenue	Funding Committed? Y/N	Amount
City of Fruita	Pending	\$4,153.00
City of Grand Junction	Pending	17,121.00
Town of Palisade	Pending	3,269.00
TOTAL REVENUES		\$24,543.00

Riverfront Commission Budget

2016 and 2017 Budget

A/R

City of Grand Junction	\$ 17,121.00
Fruita	\$ 4,153.00
Mesa County*	\$ -
Palisade	\$ 3,269.00
Total A/R	\$ 24,543.00
Payroll - one part-time staff	\$ 25,346.00
Office Rent	\$ 100.00
Insurance	\$ 1,750.00
Telephone & long distance calling card	\$ 500.00
Postage & meter rental	\$ 1,500.00
Office Supplies	\$ 1,200.00
Miscellaneous	\$ 250.00
Awards	\$ 750.00
Meetings/Training/Seminars	\$ 2,500.00
Printing & Photocopying	\$ 2,500.00
Software/Website/Media	\$ 2,000.00
Promotion	\$ 2,500.00
Dues/Memberships/Publications	\$ 768.00
Total Expenses	\$ 41,664.00
	\$ (17,121.00)

*Mesa County stopped funding the Riverfront in 2013. Their share was \$17,121.

The Riverfront Commission's budget has remained the same since 2007



Mesa County
Google

Michele Rohrbach <michele.rohrbach@mesacounty.us>

I use the Riverfront trail

1 message

Kayla Dodson <kaylaafuera@gmail.com>
To: michele.rohrbach@mesacounty.us

Tue, Aug 23, 2016 at 1:00 PM

To whom it may concern,

I love the Riverfront Trail system. I consider it a crown jewel of our community. It is awesome to hop on the trail near Broadway and Monument road and have the option of riding my bicycle out to Fruita or Clifton. I look forward to the day when I can ride to Loma or Pallsade. Please continue to fund the expansion of this trail system.
Sincerely, Kayla Dodson

++++++

" Employers have added jobs in the past 12 months at a faster pace than the national average in Colorado, Florida, Michigan and North Carolina." Labor Department

++++++



Mesa County
Google

Michele Rohrbach <michele.rohrbach@mesacounty.us>

riverfront trail use

1 message

Philip Coebergh <pjcoebergh@gmail.com>
To: michele.rohrbach@mesacounty.us

Tue, Aug 23, 2016 at 3:20 PM

This letter concerns my use of the Riverfront Trail in Mesa County. I use the trail almost daily both for walking and biking and both for enjoyment and for commuting. The trail provides a great benefit for the safety of bikers and walkers in addition to the convenience and enjoyment the trail provides. Any improvements to the trail will surely get more people to use it and thereby lessen the use of motorized vehicles. Additional improvements to the trail system such as that between GJ and Fruita will surely get extensive use and provide an incentive for people to get more physical activity.

Thank you for your continued support of the trail system!!!!

Philip Coebergh
2504 Mount Sopris Drive
Grand Junction CO 81507
970 596-0265

From: Debbie Garfield <walkingoutwest@yahoo.com>
Date: August 23, 2016 at 8:13:52 PM MDT
To: "kaylaafuera@gmail.com" <kaylaafuera@gmail.com>
Subject: RE: Fwd: Really big favor to ask

I use the riverfront trail almost every day. It would be nice if they could finish the trail on the Fruita end and also the section between GJ and Palisade.

Thanks.
Debbie Garfield

Colleen Klone <caklone@yahoo.com>

5:58 PM (15
hours ago)

to me

Dear Riverfront Commission,

I am writing in support of the Colorado Riverfront Trail. I am often on it for a variety of activities; usually riding my bike, taking a vigorous walk, or looking for birds. My dad visited from Denver last week and we had a lovely father-daughter hike along the trail, a really special moment. From Palisade to Fruita every inch is a gift to the people of our community. Thanks for your hard work to keep these trails so pristine and for working to expand them.

**Sincerely,
Colleen Stabolepsy
Grand Junction, CO**

August 24, 2016

To Whom It May Concern:

This correspondence is in regard to a grant request being made to the City of Fruita regarding the Riverfront Trail Project. In my opinion any funds requested to support the Riverfront Trail Project will be greatly appreciated by the Grand Valley.

As a I searched for a new home during my relocation to the Grand Valley from Gunnison, Colorado one of the deciding factors was the Riverfront Trail. It was important to me to have a home with relatively easy access to the Riverfront Trail and I was fortunate enough to find the perfect place! I ride the Trail a couple of times a week from Fruita to Palisade, and I can tell you that it is a trail that is well used by senior citizens, young folks, and several people commuting to work. Building the Riverfront Trail is a huge asset in the Grand Valley.

It is my hope that the future brings trail expansion and even more individuals getting out and enjoying the Riverfront Trail.

Thank you for considering funding this grant request.

Sincerely,

**Dr. Terri Wenzlaff
538 Milena Way
Grand Junction, CO 81507**

August 31, 2016

City of Fruita
325 East Aspen
Fruita, CO 81521

Dear Mayor and Council,

I am writing this letter in support of funding for the Riverfront Commission. The Riverfront Trail is one of the premier recreational amenities not only Mesa County, but in the entire western slope of Colorado. Maintenance operations for this trail are outlined through an Intergovernmental Agreement between the City of Fruita, Mesa County, Colorado State Parks, Town of Palisade and the City of Grand Junction.

For many years, the Commission has provided oversight, structure, expertise and coordination for the development and operation of this trail system. Ongoing funding for this program helps to ensure strong communications and consistent operations among all of the above mentioned partners.

As the trail continues to develop between Fruita and Palisade, this amenity continues to be more valued to our residents and the visitors to the Valley. Thank you for your past support of this effort, and your consideration of future funding.

Sincerely,



Rob Schoeber, Director
Grand Junction Parks & Recreation



AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR
FROM: TURE NYCUM, PARKS AND RECREATION DIRECTOR
DATE: OCTOBER 25, 2016
RE: LAND WATER CONSERVATION FUND CONVERSION PROJECT

BACKGROUND

Earlier this year, staff was notified by the State Liaison with Colorado Parks and Wildlife that a portion of the land the Community Center sits on is in non-compliance with a Land Water Conservation Fund requirement that it remain outdoor recreation. As such, staff is working with the State Liaison to remedy the issue through a conversion of the land requirement to the PABCO lake being donated to the City by Mesa Grand. Staff will provide an update on the conversion process.

PABCO Lake Property



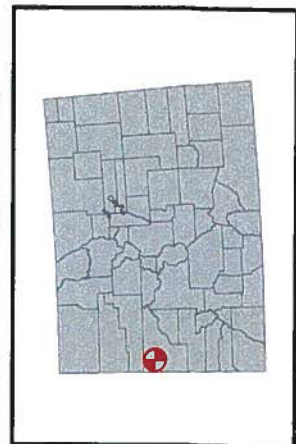
Mesa Co. Tax Parcel ID: 2693-131-02-022
Located in Section 13, T4N R3W, Uto P.M.

Exst. Utility/Drainage Esmt.

Exst. Trail Esmt.

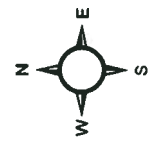
Exst. Utility Esmt.

Property Name:	
Area (acres):	32.8
CPW Property ID:	
Grants Contained:	

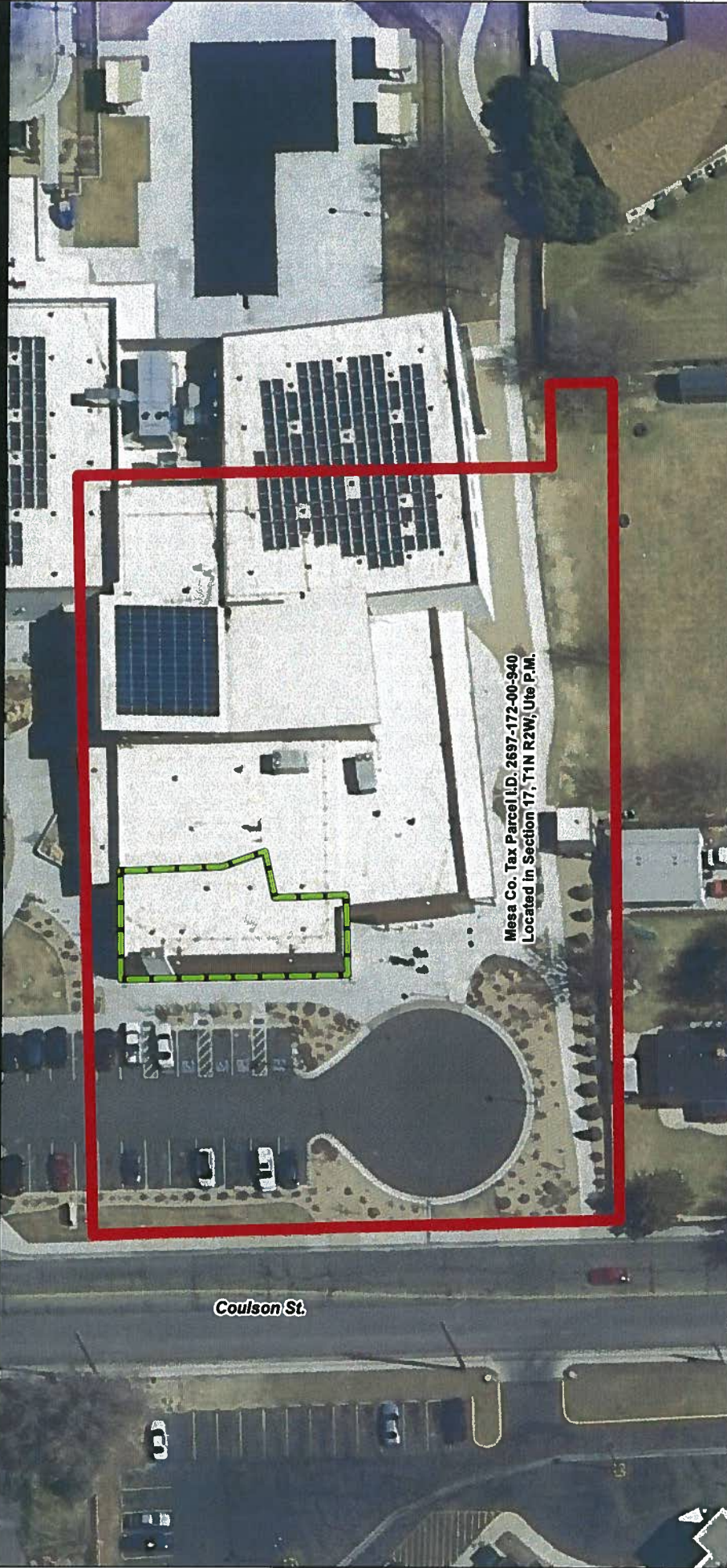


Legend

- LWCF 6(f)(3) Grant Boundary
- Existing Easements**
- 30' Utility & Drainage Easement
- 50' Utility Easement
- 60' Trail Easement



Fruita Park

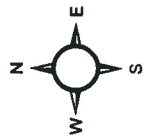


Mesa Co. Tax Parcel I.D.: 2697-172-00-940
 Located in Section 17, T1N R2W, Ute P.M.

Coulson St.

Legend

- Mesa Co. Library Footprint
- LWCF 6(f)(3) Grant Boundary



Fruita Park			
Official Name	Fruita Park		
AKA Name (no alternative name)	(name unchanged)		
Past Name	(name unchanged)		
Grant ID	08-00907	Control Type	Assumed Fee Title
Acres	1.4	Effective Date	9/30/1986
PropID	71	Termination Date	12/31/9999
Comment: -Flagged for conversion- Acquisition of ~1.4 acres; building in entire parcel?			

Signature _____ Date _____
 Print _____

Colorado State Liaison Officer

Signature _____ Date _____
 Print _____

Project Sponsor

Signature _____ Date _____
 Print _____

NPS Program Officer